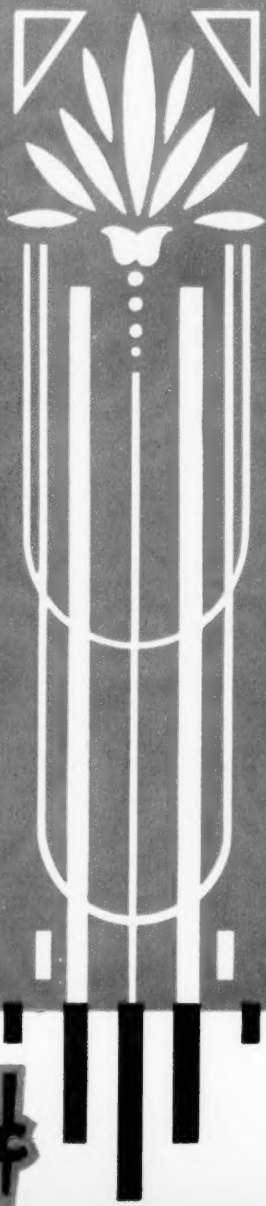


# *The* **AUTHOR & JOURNALIST**

**ANNUAL FORECAST NUMBER**



**IF YOU WOULD SELL  
TODAY—SLANT!**

By WILLARD E. HAWKINS

**THE OUTLOOK FOR  
ARTICLE WRITERS**

By FRANK CLAY CROSS

**THE BUSINESS FIELD  
IN 1933**

By MARGARET A. BARTLETT

**THE LITERARY STORY OF  
TOMORROW**

By THOMAS H. UZZELL

**IF YOU ARE A NEW WRITER**

By AUGUST LENNIGER

**LITERARY MARKET TIPS**

**PRIZE CONTESTS**

**1933**

**MARCH**

**20¢**



# THE AUTHOR & JOURNALIST . . .

1839 CHAMPA STREET  
DENVER, COLORADO

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**VOL. XVIII MARCH, 1933 No. 3**

## CONTENTS

If You Would Sell Today—Slant! . . .	3
By Willard E. Hawkins	
The Outlook for Article Writers . . .	6
By Frank Clay Cross	
The Business Field in 1933 . . .	7
By Margaret A. Bartlett	
"Her Terrible Mistake" Wins Many Admirers . . .	8
The Literary Story of Tomorrow . . .	9
By Thomas H. Uzzell	
If You Are a New Writer . . .	11
By August Lenniger	
Handy Market List for March, 1933 . . .	13
Literary Markets Tips . . .	26
Prize Contests . . .	34
Trade Journal Market Tips . . .	38

THE SEMI-ANNUAL FICTION MARKETING CHART, which ordinarily is a feature of our March Annual Forecast Number, has been crowded out of this issue by other important features. It will appear in the April issue. Readers should preserve the March issue, with its Handy Market List giving addresses of the various magazines, to use in conjunction with the fiction marketing chart next month.

It will be noted that in the present revision of the Handy Market List we have yielded to numerous requests by giving the name of the company issuing the individual publication, when it is one of a group, *i. e.*, the Street & Smith group, or Dell Publishing Company group. This added information will assist writers to avoid submitting a manuscript to a publishing company which may have rejected it for another magazine under allied editorship.

THE OUTLOOK for writers of books for the coming year is by no means discouraging. All publishers are alert for book manuscripts of unusual appeal. It has been demonstrated throughout the depression that the public wants to be entertained. A lively, intriguing novel accomplishes this purpose. There is evidence that it also wants to learn "what it is all about." Thus, serious books on economics and social questions have enjoyed substantial sales.

Statistics gathered by *The Publishers' Weekly* show a distinct drop in the number of book titles published during 1932 over the previous year. During 1931 the number of new titles issued was 8506; in 1932 it was 7556, a drop of 950. This was to be expected. The publishers early adopted the slogan, "Fewer and better books," and results indicate the wisdom of this move.

The gains were in adult fiction—1384 new titles

in 1932 as against 1272 in 1931; Sociology and Economics—610 as against 580, and games and sports—174 as against 156.

The greatest loss was in juveniles, which dropped from 873 new titles in 1931 to only 579 in 1932. Juvenile publishers for the most part have been taking very few manuscripts from new writers. They have confined themselves to publishing books by already known contributors, who have their established followings. And, unfortunately, there is not much indication that this situation will change for several months to come.

During the coming year, it is safe to predict that books on economics and social questions will continue in demand, but this is a field open to few, if any, except established authorities and technical men. Fiction—light, heavy, serious, and humorous—is an open field. Any writer who has produced an outstanding book of fiction stands a good chance of crashing into the limelight of publication. Novelty and originality are at a premium. Mystery and sex probably will continue to be the popular book themes; but while such frothy books outnumber the substantial volumes in variety of titles, there is always an eager reception for a novel or purely literary work of outstanding power and merit.

THE motion-picture and the radio fields present little change from past conditions to the writer of 1933.

Motion-picture producers still adapt a large percentage of their stories from published books or stage productions, and to a lesser extent, from magazines. Originals, when purchased, are written to order by staff men or well-known professional authors. The newcomer stands little chance of gaining attention, unless he establishes contact with the studios through an energetic agent located on the field. There are many charlatans, posing as agents, who promise much and accomplish little. The aspirant for screen recognition must learn to avoid these.

Radio continues to be a field in which the writer must do his own pioneering. The radio play submitted by mail to broadcasting stations stands but small chance of acceptance. Writers who have succeeded in this field seem to have done so largely by making personal contacts with the stations, thus creating interest in their ideas, and by inducing advertisers to sponsor their programs. Frequently, a radio play is produced experimentally, with no remuneration to the author unless a sponsor is secured. In this field, salesmanship is even more important to the aspirant than literary ability.

WRITERS everywhere are hoping that 1933 will at least bring them the boon of a satisfactory copyright bill. The Authors' League of America and the Book Publishers' committee, after a long and heart-rending battle, succeeded in having the Sirovich Bill (successor to the Vestal Bill of 1931) reported favorably by the Patents Committee and brought before the House on May 24, 1932. After some debate, complicated by the introduction of similar and conflicting bills, it was returned to the Patents Committee, and there it remains, with no prospect of being reported out during the present short session.

What the authors who have studied the question want, and feel that they have a right to demand, is automatic copyright in the author's name with divisible copyright features (the right to assign book rights, serial rights, motion-picture rights, etc., separately), and the entry of the United States into the International Copyright union, thus insuring protection of the author's work in other countries, which at present is lacking. These were the essential features both of the Vestal Bill and the Sirovich Bill.

# IF YOU WOULD SELL TODAY—SLANT!

... By WILLARD E. HAWKINS  
*Editor, The Author & Journalist*

TO be very frank about it, the fiction writer of today finds a market that is difficult, though by no means discouraging. Magazines are still being published; they cannot go to their subscribers with blank pages; and they must therefore buy and pay for stories. What, then, makes the market so difficult?

One factor is uncertainty—uncertainty as to the popular trend, uncertainty as to policies; even uncertainty as to continuance of the magazine. This means that editors are buying closely for current needs. Stories are accepted only when they can be definitely scheduled for immediate publication. There is very little buying for the future. This is one reason why reports have become so distressingly slow in many quarters. The editor may like a certain story, but it does not fit into the current issue under preparation. He holds it, therefore, two months, three months, or longer, hoping that he may find a place for it, yet not daring to accept until the yarn is actually needed.

Again, editorial offices are short of help. Advertising and subscription receipts have fallen off; salaries have been cut; staffs have been trimmed down until in many cases the editor has no readers or assistants. He must wade through all submitted material himself, in addition to various other duties. This inevitably slows up reports. The situation is made more difficult by a greater influx than ever before of submitted manuscripts. Thousands of the unemployed and those whose incomes have been curtailed are turning their hands to writing, in the hope of earning money. This does not mean that competition for the established writer is necessarily greater, because for the most part these new aspirants are untrained and inexperienced. It does, however, throw more work on the editor and contributes toward delayed reports.

In a questionnaire survey conducted during the past month by THE AUTHOR & JOURNALIST, the great majority of editors reported that the number of submissions was greatly in excess

of last year. Nelson Antrim Crawford, editor of *The Household Magazine*, wrote: "We receive 40 per cent more manuscripts than a year ago. The number of manuscripts of quality, however, is no greater." In the pulp-paper field Harry Steeger, editor of Popular Publications, expressed the idea similarly: "The volume of manuscript submission is, at the present time, a bit higher—although the number of acceptable stories is approximately the same," and Carson W. Mowre, editor of Dell Publications, stated it: "The volume of submitted manuscripts is as great now as it has ever been; the volume of purchaseable manuscripts, however, is considerably less."

Other editors report a volume of manuscripts from 25 to 40 per cent higher than last year, although a few have noted a falling-off, and others report submissions as "about the same."

◆ A FURTHER factor of difficulty to the writer is the smaller size of magazines, which means that they are buying fewer stories. This has compelled editors to become more exacting in their demands. Only the best submissions are considered. Henry C. Paxton, associate editor of *The Country Gentleman*, compressed a good deal of this situation into a few words in his statement: "Fiction a bit short of top grade once found a market, but that time has ended. The one person who is always right—the customer—now demands full value in everything. Fiction can't please and interest unless it tunes in with the way people are living and thinking, so to the extent that conditions have changed since last year, short-stories and serials must also change."

Brevity also is at a premium—the result of curtailed space. Oscar Graeve, editor of *Delin-eator*, remarks: "We are urging all our contributors to be briefer and brighter. We are buying only stories that, to us, seem to have exceptional values." He adds, "This does not mean, however, that the new writer is barred—far from it."

Further amplifying this tendency, Nelson Antrim Crawford, editor of *The Household Magazine*, writes: "We never seem to have a surplus of really good stories around 1000 words and from 3000 to 4000. If I may be pardoned for what may sound like a pontifical remark, I believe that more good stories running from 5000 to 10,000 words are being produced than there is any current magazine market for."

The new writer who desires to break in will do well to observe especially this demand for brevity. A short, meaty story—say from 2500 to 4000 words—will sell twice as readily as one over 5000 words.

◆ JUDGING by reports received, the quality and "slick-paper" magazines are those most particularly besieged with material.

The limited chance that exists for a writer in these fields may be deduced from a statement to a contributor by the editors of *The Atlantic Monthly*: "Did we ever tell you that we must choose one story, or possibly two, from over 400 submissions each month?"

There is only one way to overcome this barrier of mathematical chance—by submitting a story that is not merely good but outstanding.

Lower rates—the majority of magazines queried in the quality and "slick-paper fields" report reductions of 20 to 33 1/3 per cent in general rates paid for material—naturally make it harder sledding for the writer. But this situation prevails in all occupations.

The falling-off in rates has been more drastic in the pulp-paper field than elsewhere. Whereas 2 cents a word was formerly the average rate paid, 1 cent is now more nearly the average. Top rates are 1½ cents a word, and some magazines still listed as paying 1 cent a word or better, are reputed to have dropped to as low as ½ cent a word on occasions. The Clayton Magazines, which were paying contributors 3½ cents a word and better, have dropped to a 1 cent level, and are paying even less for their "Rapid-Fire" group.

This, to be sure, has driven out competition and made it somewhat easier for the present "regulars" as well as for new writers. A considerable number of established writers have refused to write for 1 cent a word and have drifted into other fields of endeavor.

It is probable, however, that rates will gradually creep up to a more satisfactory level. Harry Steeger of Popular Publications touches on this in the following statement: "In my opinion, rates have just about reached their lowest point. It seems to me that there will probably be fewer magazine as time goes on, and that as a result of this, editors will be able to keep from reducing their prices in the future, because, as the number of magazines decreases,

the circulation must accordingly go up for those publications remaining."

One element of difficulty for the writer is that of keeping up with the changing market. Established magazines have been discontinued; new magazines and new publishing groups have taken their places. This is especially so in the pulp field. Many of these newcomers are insecurely financed, so that the question now has become not merely, "How much do they pay?" but "Are they likely to pay at all?" Failures of distributing companies, in many cases causing heavy losses to well-established magazines, have further complicated the situation.

Until general business conditions improve, writers will necessarily have to make the best of matters, and will take many chances by selling to doubtful and insecure markets. Many believe, as does Mr. Steeger, quoted above, that the bottom has been reached and that conditions are on the mend. Harry E. Maule, editor of the Doubleday, Doran and Company group, expresses this optimistic view: "Both *Short Stories* and *West* are looking forward to better business conditions in 1933. We are seeing a great deal of very good material, and although our rates have dropped, we are still buying regularly and paying regularly as we have always done."

◆ THE outstanding fact in the pulp-paper field—and the trend unquestionably is reflected in other fields—is this: Now, more than ever, it is essential that stories be definitely "slanted."

It is this fact, above all, that makes matters difficult for the pulp-paper fiction writer and compels him to be constantly on the alert.

In former times, a story could be "slanted" toward a group of magazines. A Western story, for example, could be so written that it might be submitted to one after another of the Western magazines, with a fair chance of landing somewhere down the line. These times have passed.

Every pulp-paper editor now has his formula, so distinct from others that if the story is not written directly for his magazine it is a waste of time to submit it. If a story written directly for one magazine fails to click, it must be rewritten entirely in order to stand a ghost of a show with another magazine in the same field.

The great problem, then, is to master these formulas. It is not easy to do. Editorial statements published in THE AUTHOR & JOURNALIST Market Tips department will help, but they necessarily give only the skeleton outline of what is in the editor's mind. The essence of the formula is something intangible—something which neither the editor nor his writers can express, although they have come to "feel" it instinctively. The only way to arrive at an



understanding of these subtle factors is to study the magazine assiduously.

These conditions mean that the average pulp-paper writer is likely to waste a lot of effort. For example, he writes a yarn for Miss Fanny Ellsworth, who conducts the Clayton magazines, *Ranch Romances* and *Rangeland Love Stories*. If the story fails to land in this one market, it is "through." Miss Ellsworth demands an out-and-out love story, in the Western setting, preferably told from the girl's viewpoint. No other pulp magazine uses this type of story. The nearest approach to it is *Western Trails*, edited by A. A. Wyn. Mr. Wyn desires a strongly plotted Western story, with woman interest and a touch of mystery. It must not, however, have anywhere near the same love-theme predominance as a *Ranch Romances* story; and it must be told from the male viewpoint. Further, the Clayton magazines do not care for the mystery element desired by Mr. Wyn. If a story written for him fails to land, there are no other markets for it. Most of the other Westerns will admit an occasional minor woman element, but they differ from each other in respects equally marked.

◆ SPACE will not permit of going into all the elusive differences of formula to be found in the pulp magazines. The advice can only be repeated: Study the magazines and write each story for the individual editor you aim to reach.

In general, it may be stated that at the present time the detective-story magazines are on the up-grade, the Westerns are barely holding their own, although their editors are looking for a comeback. The general adventure story is somewhat more in demand than formerly, among such less specialized magazines as *Adventure*, *Short Stories*, *Complete Stories*, *Argosy*, and *Blue Book*. In the detective field, generally speaking, action is the keynote. Very few deductive-type yarns are used.

War stories are now almost completely "out." There is still a limited market for air-war yarns. The love-story pulps and those featuring sex yarns offer a limited field, the latter at very low rates. Confession magazines still offer a good market, as well as those featuring true detective exploits, profusely illustrated.

Nearly all of the pulp-paper editors, especially those in the Western field, emphasize the requirement for "something different." The well-worn "rustler" theme, for example, is sure of rejection. Pressed to explain what they mean by "something different," these editors become rather vague. The best bet is to study their magazines.

All in all, the lesson that the writer must learn if he is to sell, or keep on selling, is that of "slanting." Above everything, keep within the rigid length requirements laid down by

the editors. Time was when a 7000-word short-story could be sold, even to an editor who preferred shorter lengths. Now it is pretty certain to come back unread. The writer who submits a short-story more than 5000 words in length to the present market is pleasantly optimistic, to say the least.



FATALITIES among magazines during the past year have been astonishing in number; but to a large extent the launching of new periodicals has offset them. The following list of general magazines which have been discontinued since January 1, 1932, includes several that were launched as well as discontinued within the year. Some, of course, were discontinued by merger with other magazines.

#### DISCONTINUED MAGAZINES

Ace High Novels, Aces, Action Novels, Action Stories, Air Devils, Air Stories, All Star Detective, American Autopsy, American Farming, The Anchor (adult), Arcadian Magazine, Astounding Stories, Battle Stories, Beautiful Homes, Black Aces, Blue Band Magazine, Broadway Nights, Children's Playtime, College Stories, Complete Novellettes, Complete Gang Novel, Contemporary Vision, Coo-Coo, Courtroom Stories, Cowboy Stories, Crime Mysteries, Cupid's Diary, Dance Magazine, Debunker, Detective Action, Detective Book, Detective Classics, Detective Dragnet, Drama, Everybody's, Every Child's, Extra Money, Far East Adventure, Far West Romances, Fight Stories, French Follies, Frontier Stories, Front Page Stories, Game & Gossip, Gangland Stories, Gangster Stories, Gang World, Gay Broadway, Ghost Stories, Ginger Stories, Gun Molls, Harlem Stories, Haywire, Headquarters Stories, Headlines, Hollywood Nights, Home Circle, Home Digest, Homemaker, Household Guest, Household Management, Hullabaloo, "I Confess," Inside Stuff, Jewish Tribune, Jewish Safety Patrol, Lariat Story, Love Romances, Metropolitan Home Journal, Movie Romances, My Self, Mystic World, My Story, News Story, New York Stories, North-West Stories, Nomad, Oriental Stories, Outlaws of the West, Paris Frolics, Photo-Era, Police Gazette, Pol-i-tax, Popular Fiction, Racketeer Stories, Radio Digest, Rapid Fire Adventure, Real Love, Rebel Poet, Repeal, Riders of the Range, Screen Humor, Short Shorts, Short Short Story, Slapstick, Soldiers of Fortune, Speed Stories, Strange Tales, Strength, Sun-Up, Tattler and American Sketch, Time Traveler, Town Topics, Triple-X-Western, Two Gun Stories, Underworld Romances, War Aces, War Stories, Western Adventure, Westerner, Western Love Stories, Western Rangers, Western Romances, Wings, World's Work, Young Men.

Following is a fairly accurate list of new magazines, launched within the past year, and still being published:

#### NEW MAGAZINES

All Detective, Americana, American Beauty, American Spectator, Anchor (juvenile), Anvil, Babies: Just Babies, Bandwagon, Blah, Bridge Forum, Broadway and Hollywood "Movies," Broadway Tattler, Catholic Boy, Common Sense, Daredevil Aces, Dime Western, Doc Savage, Economic Forum, Family Circle, Gay Book, Gayety, Hooley, Love Classic, Magic Carpet, Manhattan, Mid-West Story Magazine, Modern Medicine, Modern Psychologist, Modern Youth, The Moment, Mystery Novels, Nick Carter Magazine, Nickel Detective, Nickel Western, New Outlook, Pastime, Radio Art, Radio Stars, Rapid Fire Detective, Rapid Fire Western, Real America, Shadowplay, Sky Fighters, Smokers Magazine, Star Novels, Three Love Novels, Technocracy Review, Technocrat's Magazine, Ten Detective Aces, Your Book.

# THE OUTLOOK FOR ARTICLE WRITERS

... By FRANK CLAY CROSS

Associate Editor, *The Author & Journalist*

"TIMELY subjects of vital importance"; "briefer and brighter material"—these two phrases, lifted from letters written to the editors of *THE AUTHOR & JOURNALIST* by Kenneth Littauer of *Collier's* and Oscar Graeve of *Delineator*, need to be supplemented only by a third quotation, coming from Henry C. Paxton of *The Country Gentleman*, to give writers a very clear idea of the current article requirements of magazines in general.

"The outstanding fact in the writing trade today," says Mr. Paxton, "is that only a good story will sell . . . The one person who is always right—the customer—now demands full value in everything."

Obviously, conditions are not good for the second-rater—the writer who is not alert to editorial needs and who does slipshod work. For the wide-awake, conscientious writer, however, there is real opportunity. This observation is bolstered by a recent statement of Mr. H. L. Mencken, editor of *The American Mercury*, appearing in the *Chicago Daily News*. "There never was a better time than this," he declared, "for young authors of any talent to get on their legs."

Magazine offices are swamped with manuscripts. "The number is often appalling," one editor complains; but the amount of good material is no greater. And now, more than ever, good material is in demand.

Confession articles dealing with the depression, which were much in vogue last year, are much less likely to sell now. Most magazines have on hand as many as they will be able to use.

Alfred Dashiell, editor of *Scribner's*, and Francis Walton, managing editor of *New Outlook*, both indicate that the best way to approach them with an article is first to query them about it. This practice is desirable in most instances with respect to other magazines as well. It saves the writer the effort of preparing an article which will not be considered, and provides a better way to get the editor's attention.

Among the general and "quality" magazines, *Cosmopolitan* declares itself in the market for "timely articles, biographies, adventure arti-

cles"; *Collier's*, for "timely subjects of vital importance"; *Rotarian*, for "articles dealing with our present economic situation, authoritatively written"; *Plain Talk*, for "material . . . about national affairs, preferably that part suppressed by newspapers and other magazines." Others in this field state their needs less specifically. For information about them, writers are referred to the regular Market List in this issue of *THE AUTHOR & JOURNALIST*.

The women's magazines report needs as follows: *Ladies' Home Journal*, for "No. 1 material"; *Household Magazine*, for authoritative articles on interesting and unusual subjects; *Parents' Magazine*, for "articles dealing with health, education, child psychology and kindred subjects." Miss Winifred Wilson, editor of the *Independent Woman*, reports more in detail. Says she: "Our present requirements are as follows: Controversial articles on problems of especial interest to women; interviews with celebrities, preferably on controversial themes of interest to women; timely articles on present-day problems, both social and economic; articles on science or the scientific method applied to promoting human betterment; practical articles on business advancement or on how women may make or keep money; short humorous articles. . . . All articles should be treated from the woman angle and should be from 1500 to 2000 words in length." *Good Housekeeping* reports itself overstocked on articles, and all the others are buying sparingly.

The farm and outdoor periodicals all report themselves in the market for superior articles, meeting the requirements set forth in *THE AUTHOR & JOURNALIST's* Market List.

One of the most open markets appears to be among the "mechanics" magazines. *Popular Science* reports, "Our principal need is for new articles, well illustrated, in the field of science and mechanics. These may be any length up to 3000 words." From *Modern Mechanix and Inventions*: "The material which we will use during the next six months differs from the corresponding period of 1932 mainly in the fact that items be much more condensed, and everything suggestive of padding will be rigorously eliminated. This is explained by the

fact that we have reduced the selling price to 15 cents with a slight reduction in the amount of space available, and the consequent need for terse, straight-from-the-shoulder presentation. Photographs will play a much larger part in 1933." *Popular Mechanics* and *Scientific American* report no changes.

These random citations from letters received from editors of representative magazines in various fields reveal conditions throughout the periodical publishing business, as far as non-

fiction is concerned. In many instances, rates have been lowered. *Good Housekeeping* reports a 25% reduction; *Delineator*, 20% to 50%; *Popular Science Monthly*, 20%; *Scribner's*, "a shade lower"; *Collier's*, 20% to 30%; and so on.

These are times, obviously, when the writer should give his best talents to the production of quality material, even though the quantity of his output is thereby seriously reduced. The careful worker is the one who will be rewarded.

## THE BUSINESS FIELD IN 1933

... By MARGARET A. BARTLETT

Mrs. Bartlett is managing editor of Bartlett Service. Her able direction of correspondents, preparation and marketing of several thousand business articles a year, has much to do with the fact that Bartlett Service is regarded as an institution in the business field. Her work in fiction, verse, and non-fiction has appeared in more than fifty publications outside of the business field.

**F**EWER changes among business papers of the country are anticipated in 1933 than in 1932. Weak publications have been forced out, either suspended indefinitely, or merged with stronger ones; expenses have been curtailed, editorial purchases brought in line with decreased advertising revenue.

With the number of pages allotted to editorial matter cut in two, then cut again, and perhaps again, far keener discrimination in the selection of articles has become necessary. Articles in 1933 must be truly valuable to the trade represented—no old-fashioned chronological-event success stories, showing how a man succeeded through honesty, perseverance and consideration of the customer, but stories, treating of present-day conditions, that show, in live facts and figures, just how problems and difficulties have been met, worked out, overcome, and used as toeholds to success.

The story that commands the highest price, and is in greatest demand by the leading magazines in the business field, is the "first-person story." Says John Y. Beaty, editor of *Rand McNally & Company's Bankers Monthly*, "We prefer . . . a first-person story signed by the banker. Many of these stories, however, develop through free-lance writers who write the story for the banker and, of course, receive the payment." This is the "ghost" story, with which all business writers are familiar. *Retail Ledger* and *Home Ware* both give preference to the first-person story, paying for it a premium rate. So, too, do *Dry Goods Economist*, and *American Druggist*, leaders in their respective fields. The writer of a technical article, unless he be

an authority in his own right, will find his chances of acceptance for an article greatly enhanced if he can secure permission to write the article first-person, have it signed by the technical man interviewed, and run under the latter's by-line.

Though fewer pages of editorial matter are being run by the majority of business publications, the necessity still exists for the entire country to be covered editorially. This has brought about a demand for the shorter type of article—the 250 to 500-word merchandising short. Many publications have departments under various headings devoted to these brief merchandising ideas gathered from every section of the country. These ideas—many of them—would have filled 800 to 1000 words of space in the days when filling space was a problem; now, boiled down, they tell the whole story in concise, snappy, easy-to-read manner. Those publications that do not have departments for such material buy many "shorts" for filler use. Standard rates are paid for these merchandising items, and, in numerous instances—*American Druggist* and *Men's Wear* being notable—flat rates that average from 2½ to 5 cents prevail.

◆ DURING the past year, many business papers have changed from weekly to bi-weekly, bi-weekly to monthly, and, in a few instances, monthly to bi-monthly. This has brought about a change in the amount of trade news used. Though there are still many good news connections open, the number has decreased considerably. News letters are shorter, because of space contraction. Occasionally a publica-



tion has found it necessary to stagger its news letters, using from certain cities one week, from others, the next. The monthlies, in many instances, have found it more economical to get what little news matter they care to run from clipping services.

As the established business magazines have grown more and more away from the news briefs, there has developed a new type of publication—the trade newspaper. *Electric Refrigeration News*, paying 1 cent a word for hot spot news, is of this type. So is *Drug Trade News*, and, new in the field, *Food Field Reporter* and *Grocery Trade News*. For such newspapers of the trade, regular correspondents in all principal cities are used. Though good rates on publication are paid for material, a correspondent finds it difficult to average a satisfactory rate per word for material actually secured and submitted, owing to the fact that news has to be subjected to a sifting process

which eliminates all but the biggest bits from the entire country. A five-line item may represent an hour or two of a reporter's time.

Fewer paid convention reports are used today by business papers. More and more the editors are finding that they can "get by" with brief reports secured gratis from association secretaries. Where the services of a professional writer are secured, payment averages much lower than formerly.

For the most part, rates in 1933 are the same as they have been the last few years—1 cent a word being usual. No magazine in this field reports an increase; less than 5 per cent report lower rates. Where rates have been cut, the cut has been severe, generally from 1 cent to 1/2 cent. Nearly all editors, however, express the hope, in announcing a rate reduction, that the condition will be only temporary, and assure that as soon as improved conditions make it possible, the old rate will be resumed.

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## "HER TERRIBLE MISTAKE" WINS MANY ADMIRERS FOR LOTTIE PERKINS

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THE reaction to our story in the February issue, wherein was recounted the attempt of Miss Lottie Perkins to write the world's worst story, and its enthusiastic reception by the Universal Scenario Company and the Daniel O'Malley Company, was unprecedented in the history of *THE AUTHOR & JOURNALIST*. The flood of congratulatory letters fairly swamped our correspondence facilities. *Variety* carried a two-column story on Lottie's exploit in its February 21st issue and several newspapers also featured it.

Not all of the letters contained merely approval of the article, however. Many were from writers who had dealt with or were on the point of dealing with the companies involved. One correspondent who had just received her "certificate of copyright" from the Universal Scenario Company naively inquired: "Were you just showing them up, or was there really something to that darn fool story?"

The following, from a woman living in Idaho, is representative of the more pathetic letters in our mail. Space permits of reprinting it only in part.

It was in a reliable magazine that I first noticed the Universal Company's advertisement and wrote them regarding a story which I had and asked their terms for examining my script. After a few letters back and forth, I sent my story on to them to look over, asking them to give me a true answer as to its merit as a screen play, and they wrote back they considered it a good plot with an exceptional good setting and background. Their price for revising was seventy-five dollars cash or in installments.

We talked it over here at home for we are a hard-working family, then decided to accept the terms.

On account of my poor health my second oldest son gave up a wonderful school career as an all-around athlete, having even been offered his way thru school paid, his room and board free, beside a small fee of spending money for game expenses, to attend a certain city school. I had to change climate, so my son sacrificed his future for me and went to work to help pay my expenses.

My second oldest girl, after her graduation from high school, wished to attend college, but we had no means to send her, so she went to work for a contractor's wife at a logging camp seventeen miles from a town in heavy timber country. She worked from early dawn to night, then at death of the woman went to work in a cafe in a nearby town, doing almost double shift time to finish earning amount needed for business college tuition. When she finally entered the business college, the girl worked in a home for her board and room and was given one dollar a week extra. After her graduation, times were getting hard and the school was only able to obtain short fill-in jobs for my daughter. Then the depression set in. The family where my daughter stayed have kept her on and give her two dollars a week, and school allow the girl one day a week to come and keep up her practice. Though sorely discouraged that the work she planned and struggled so hard to fit herself in never materialized, she stays on in the city waiting and hoping and working as housemaid, until times change.

Before I sent the money in to Scenario Company, I wrote a personal letter to Mr. Wertheim telling him of our financial situation. My husband, a man of over fifty, working as a sawyer in lumber camps or as piler in the Company mill, trying to earn money for us to educate our band of youngsters, as we have just ten, and so I told Mr. Wertheim it was the money taken from my husband, son and daughter to pay for the revising of the story and if he in his heart knew my story not up to the right merit to tell me honestly so that I might not squander their hard-earned earnings.

Seventy-five dollars might seem a small amount to their Company but to us it meant hard-earned wages and deprivations to send it unless I was sure of returns. He wrote a very sincere letter stating he had no doubts about my story and so I sent money by installments and then waited. I received letters for a time along but now not even them.

I felt bad I used the others money—and as for me it was such a heart ache of a disappointment over my story. My hopes were so centered in it as I had put many years work on it.

Those who have followed the career of Lottie Perkins thus far will no doubt be interested to know that she has continued with her literary efforts and that she has some delightful revelations to make in the April and later issues of the A. & J.



# THE LITERARY STORY OF TOMORROW

... By THOMAS H. UZZELL

Mr. Uzzell is a literary critic, former fiction editor of Collier's, author of "Narrative Technique," and editor of "Short-Story Hits: 1932," published by Harcourt, Brace & Co.

FOR years we have heard writers groaning: "Short-story hokum! If only one could write the truth!" Well, while we've been complaining, a small, heroic band of young writers and editors, scattered over this country and Europe, have been calmly writing and printing stories that do tell the truth. Now, after much labor, some deprivation, frequent despair, they have won through and, mark me well, will be heard from. They bid fair completely to transform the art of the short-story in English. They have ignited a literary revolution.

In their experience there is a sermon for all ambitious story writers. Many readers of THE AUTHOR & JOURNALIST who perhaps are going through that discouraging adventure of seeing their honestly conceived, laboriously finished stories refused by literary editors may have to learn that their only fault is being out of date. No fault in a manuscript is harder to identify, more difficult to explain than this. In these dizzy times, a story may be good today, and quite mossy a few months hence. With the hope of helping in the solution of such problems I touch upon this radical fiction leading the literary procession.

For years I have been watching these new realistic story writers, but only recently have I studied them intensively. Late in November last I undertook to turn out an anthology of the most interesting and significant stories published in this country in magazines in 1932. Aided by one assistant, I covered just about all the short-stories put out last year. With special care I examined the literary "big four," *Harper's*, *Scribner's*, *Mercury*, and *The Atlantic*, and quite a list of so-called "little magazines," such as *Story*, *Pagany*, *Midland*, *Frontier*, *Prairie Schooner*, and the newest of them all, *Clay*. These latter publications are non-commercial, have no imposing circulation figures, practically no advertising, and do not pay for manuscripts. In purpose they are frankly experimental. In them we find the big news.

The big news is that the day of the old-fashioned, Victorian, rich-and-handsome hero, beautiful-and-virtuous heroine, movie-clinch, happy ending, and all, are doomed, so far as maga-

zines with any pretensions whatever to literary merit are concerned. How many times have we, as reasonably intelligent readers, perused these formulaistic circulation-building yarns, with a slightly sick response and the private thought: "What a jolt grandma would get if one told the truth about that situation!" And the truth is now being told!

I have had the time of my life reading some of this vigorous, devil-may-care, absolutely defiantly honest writing by these impertinent, young, post-war literary performers. It has been fun to seem to hear them saying to themselves, "What the hell!" and writing just what they think. Fancy: writing just what you think!

◆ You will doubtless wonder what I mean by realism and "telling the whole truth," and you have possibly begun to frown and suspect something very wicked. You have come to believe that realism, especially the "modern" brand, is synonymous with vulgarity, morbidity and perhaps even the pornographic. You are wrong. These new realists frequently treat sex and even psychopathic materials, but seldom or never with any risqué intent. Truth to tell, they don't seem to care what you think. They're not shocked. They seem simply pagan, somewhat primitive, excited only in the one purpose of avoiding at any cost the sentimental patterns, the hokum of the past.

One example of this new literary art which you will find in my anthology is called "Indian Summer," by Erskine Caldwell. In this very modern bit you will find the historic literary figures of the boy and girl wakening to adolescence. What happens? In the old story they met, became acquainted in conventional manner, and bye and bye pledged each other shyly under the drifting apple blossoms, or golden leaves of autumn, to marry some day, after fifty years or so. In Mr. Caldwell's sincere sketch they meet as youthful enemies, and the boy, to get revenge for a petty injury, tears the dress from the girl, and plasters her naked body with mud. Out of *this* beginning blossoms the first tenderness of romance.

Don't mistake this example. Neither author,

editor, nor anthologist intend to advocate this type of romantic beginning. They neither advocate nor condemn it. The story is of interest because it contains a deep human truth, because it is a defiance of the conventional story, and, lastly, because of the utterly simple, serene charm of the author's style. It is not a classic; it is a notable indication of the trend in the literary current of today.

Other stories, equally realistic, don't even mention sex. One, which I have also reprinted, by Alvah C. Bessie, is entitled "A Little Walk." The plot of this story is: A husband sits at home wishing his wife would return from a walk. She had said that she'd be back soon. After a few hours she does return. That's just about all the "action"; the rest is psychology, the drama of the husband's thoughts and inner impulses about his wife. The whole thing is done in the stream-of-consciousness method of writing, given vogue by the terrible writings of James Joyce. It is "modern" in materials and methods. Every ambitious story writer in America should study it.

Conrad Aiken, by many astute judges believed to be the most finished narrative writer today in America, during 1932 in a very experimental mood sat down and wrote a short-story about a boy of twelve years going insane. It was published in *The Virginia Quarterly Review* with the title, "Silent Snow, Secret Snow," and will be found in my anthology as its final and climactic story. In this narrative every tradition I have ever heard about as to materials has been broken with. The author, strictly speaking, attempts the impossible and comes off with a most compelling and magical bit of narrative. The publication, since the appearance of Mr. Aiken's story, of the results of a five-year medical study of dementia praecox by Dr. C. G. Hoskins of Boston, proves the scientific soundness of the author's interpretation.

*The Virginia Quarterly Review* is perhaps more a conventional commercial magazine than are the other little magazines mentioned above. In it and the literary "big four," also mentioned above, you will find in these days stories which reflect the revolt of youth in the little clinical magazines. One reason for this is that some of the young realists who learned their art in the experimental magazines are now also selling to the regular literary magazines. You will find the same writers in both groups of magazines—Jack Conroy for example, Albert Halper, David Cornel DeJong.

◆ THE most significant, finished, and altogether artistic stories today, will still be found, I believe, in our literary big four periodicals.

The anti-conventional, realistic trend is evident today not only in the literary, but in the big circulation, mass-appeal books. The changes

here are, manifestly, far from radical; mostly they are superficial; business men are not always heroes, bankers are sometimes crooks, the pathway to the church is not the only way to heaven, a couple of drinks of hard likker may be taken by the hero for reasons other than a cure for snake bite, young people marry for biological reasons as well as to make some pretty young girl happy with a big wedding, and human bodies have begun to appear beneath the clothes and bathing suits of both men and women in the illustrations appearing in these big timers.

As for the pulps—but space is lacking for them. Suffice it to say: the action books are looking up, too! My belief is that today a survey of the all-fiction magazines will produce five times as many stories of real literary merit as would such a search ten years ago. The reasons for this are beyond the scope of this discussion.

When we say that the new short-story of the future is to be more realistic, what do we mean? What is realism? This question arose while compiling the anthology and I have tried there to answer it. Just here, in closing, I can only suggest that our short fiction, even the art of James Oliver Curwood and Kathleen Norris, has been realistic as to superficial physical details. A few years ago, just before the war, say, we heard for the first time of genuine psychological realism, and since the war we have seen remarkable advance in the realistic treatments of mental workings.

Today we find the beginnings of a more difficult, a more profound type of realism and that is the biological. Biological realism reports the truth not only about man's environment and about man himself, but about the relation of the one to the other and to man's ultimate destiny. A few such stories I have reprinted in my collection. Others will most certainly appear in the literary magazines. Study them. In them you will see gleams of the transcendent, as yet unknown, short-story art of the days yet to be.



A NUMBER of the "magazines" recently appearing on the newsstands are really what the newsdealer knows as "one shots." That is, instead of being periodicals, in the regular market for material, they are issued just once, or at irregular intervals. Typical examples are *George Bruce's Sky Fighters*, *Nine Love Stories*, and *Exposed*. If a satisfactory sale results, these "one shots" are sometimes tried again, and may develop into quarterly or even monthly magazines.

● MAGAZINES are at present competing for the attention of the public with jig-saw puzzles, which have swept the country and are selling in enormous quantities. The craze has proved a life-saver, not only for some magazine companies, but for distributing companies and newsdealers. Unfortunately, the writer is out of the picture.

# IF YOU ARE A NEW WRITER . .

. . . By AUGUST LENNIGER

"H AS the new writer really a chance these days? I know I can write, but I don't know just where or how to begin. What publications are most likely to give a new writer a start?"

It is easy to answer the first question. One need only point out a few of the scores of stories by new writers which are to be found on the newsstands every month in magazines ranging from *American Mercury* to *Young's*, from *McCall's* to *Love Story*, from *Liberty* to *Nickel Western*. Or if books are under discussion, to pick up a *New York Times Book Review* and point out a half-dozen "first novels." Most certainly the new writer has a chance these days—if he really deserves it!

The reply to the second question depends very much upon who is asking it. Usually I ask a few questions myself, before answering it. What have the writer's life experiences been? What sort of story would he like to write? What magazines does he read? Is he anxious to get the quickest possible financial returns from his literary efforts, or would he rather try for a difficult goal that would offer greater satisfaction and higher financial reward, but probably take longer to reach?

From the replies, it is usually possible to frame a fairly accurate guess as to the fields in which that particular new writer should succeed. Suppose he is a newspaper reporter, and has had police court experience. The detective group of magazines, both fiction and fact, would obviously be his best bet. Perhaps he knows sports very well: here is an adult and juvenile field he might also try. If he is ambitious and has the polish smooth-paper demands, he might reach general-interest markets like *Liberty*, *Collier's* or *Redbook*.

Or suppose the new writer is a "sob sister" on a tabloid. Confession stories ought to come easy to her; very likely sentimental love stories or perhaps light risqué. Possibly sophisticated romance and interpretative modern problem stories such as the best general-interest magazines use.

But in the above examples we have writers with backgrounds that offer a wealth of material to draw from. The great majority of new

writers trying to break in today find themselves in more prosaic walks of life. Probably your answer to those questions would be:

"I am a secretary—I haven't had any exciting experiences—I know I want to write, but I haven't any particular preferences. I hope to get into the better magazines; I want to start selling as soon as I can, but I know I'm not likely to sell my first stories to *The Saturday Evening Post*. What is the best way for me to begin?"

In offering a few practical suggestions to new writers who find themselves not sure just how or where to start, let us discuss the chances of success in the various magazine fields.

◆ OBVIOUSLY the pulp-paper group of magazines offers the best chance of quick recognition and the widest range of markets. In this group we find about eighty per cent of all magazine fiction published. The types of fiction in demand are also fairly well standardized, and can roughly be divided into such classifications as Western, detective, adventure, sentimental romance, risqué, confession, war-air. Because the magazines representing these various groups follow certain formulas, it is comparatively easy for the new writer to pattern his own work sufficiently in line with their editorial policies for it to be roughly salable. But do not make the naive mistake of writing stories which you hope to try first on *Collier's*, *Saturday Evening Post*, *Liberty*, or *Redbook*, and imagine that you can "salvage them with the cheaper magazines if necessary." You are wasting time and postage if you do. To succeed in the pulp group you must study the magazines you are trying to reach, and sincerely try to meet their individual editorial preferences.

The first step to take if you are uncertain as to what popular fiction fields you should try, is carefully to go through THE AUTHOR & JOURNALIST'S Handy Market List (in this issue), and jot down the titles of all the magazines listed for which you believe you could write. If you are a western farmer's daughter or wife, your list might include *Farmer's Wife*, *Blade and Ledger*, *Household Magazine*, *Home*

Mr. Lenniger is an active literary agent in New York, in close touch with the publishing field.



*Friend Magazine, Rangeland Love Story, Ranch Romances, Country Gentleman.* Your next step would be to visit the largest newsstand you can reach and get current issues of all these magazines. Some of them might not be on sale there; but it is a simple matter to write for a few sample copies, enclosing stamps to cover their cost and postage. Now get busy and read all these magazines carefully. Don't let ambition blind you; answer yourself honestly—which of them do you think you can immediately reach? You may like *Country Gentleman* and *Household Magazine* best—but are you able to write stories *just a little better* than those you find in these two magazines? If you are honest and sensible, perhaps you will say: Later on I should make these—first I'll try for some of the others which seem easier." And you will decide to concentrate on stories for *Blade and Ledger, Farmer's Wife, Rangeland Love, Home Friend Magazine.*

You should now get these several magazines regularly and carefully analyze each of their stories. Synopsise the plots: pick out the important scenes, notice how the stories open, how suspense is built and increased to the climax; study the effects used in the characterization, the dialogue, the style. *If you do this for issue after issue you will soon know just what each magazine wants to buy, and you will learn to think out your story ideas in harmony with its editorial policy.*

This same procedure should be followed regardless of what types of fiction you choose to try.

But if, after reading through an armful of pulp magazines, you find that you intensely dislike the fiction they publish, don't try to force yourself to write it! Unless you can see pulp stories as "inspiring, stirring adventure" or "glamorous modern romance and love problems universal to women" there is no use trying to write pulp stories. If they are "blood and thunder" or "sloppy sentimentality" to you, then you will only be able to turn out cheap trash. Very few writers succeed in the pulp field who have their tongues in their cheeks as they write.

If your interests are definitely in fiction such as used by *American, McCall's, Liberty* or *Saturday Evening Post*, then you should assiduously study and work to meet the standards of these markets. Your apprenticeship period will undoubtedly be longer and your task more difficult, but if you turn out something really worth while, these magazines will give you your chance. *Every time they take on a new author it is not because he is "just as good" as their regular well-known contributors, but because he brings them some added gift.*

There are several intermediate markets, among which the smooth-paper aspirant can win

his spurs, such as *Home Magazine, Mystery, Illustrated Love, Holland's, Household, Farmer's Wife, College Life, College Humor* . . . And there are the religious adolescent and juvenile fields, in which many new writers whose mental attitude doesn't coincide with pulp requirements, get their start.

◆ THE new writer who wishes to achieve prompt recognition anywhere should set himself *some* goal. He should not simply write stories which please himself, then glance through a market directory and mail them to magazines. Because of such slipshod production and marketing, 95 per cent of the contributions to every popular magazine are totally unsuited to their editorial policies.

One editor recently remarked to me, "The very least one might expect of a writer who wishes to sell to you is that he take the trouble to read a few copies of your magazine before sending you his manuscript. I'm always ready to help the new writer who shows a sincere desire to give me the sort of stories I need—but the hundreds of manuscripts sent in by people who never bothered to read a copy of my publication get the rejection slips they well deserve."



AN IMPORTANT development of the past year has occurred in the augmenting of its activities by the American Fiction Guild, a league of pulp-paper writers of which THE AUTHOR & JOURNALIST was chosen as the official organ.

The league has a growing membership among men and women active in the fiction-writing field, and is working for their interests in a variety of ways. "Hot tips" on the literary market are sent out to members at frequent intervals. Weekly publicity releases are sent out to some 12,000 newspapers with the aim of focusing the interest of readers on pulp-paper fiction. Meetings have been held with the publishers for the purpose of devising ways to cooperate to the mutual benefit of author and publisher. An attorney, Mr. J. J. Wildberg, has been engaged to handle collections and legal matters. Arrangements have been made for the broadcasting of stories by members. These are just a few of the many ways in which the Guild is making itself felt as a force for betterment of conditions in the craft.

Writers interested in learning more about the activities of the Guild should address Arthur J. Burks, president, at the national headquarters, 178 Fifth Ave., New York.

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THE reprint magazine seems to be on the wane, which probably is an indication that you can fool the public part of the time, but not for long. The reader who buys a magazine, expecting to enjoy a full measure of new reading matter, and then comes across a story which he has read before, inevitably feels cheated and avoids that magazine thereafter. Magazines, however, which are frankly devoted to reprint fiction, stand a better chance of survival than those which camouflage the fact—as witness *The Golden Book*.



# THE AUTHOR & JOURNALIST'S HANDY MARKET LIST

FOR LITERARY WORKERS \* \* PUBLISHED QUARTERLY

MARCH, 1933

The Handy Market List is designed to give, in brief, convenient form, the information of chief importance to writers concerning periodical markets. Constant vigilance is exercised to keep this list up to the minute. New publications, changes of address, and changes of editorial policy are closely followed in preparing for each quarterly publication. Only a few obvious abbreviations are employed; M-20 means monthly, 20 cents a copy; 2M-10, twice monthly, 10 cents a copy; W-15, weekly, 15 cents; Q, quarterly, etc. Numbers indicate preferred word limits. Acc. indicates payment on or reasonably soon after acceptance; Pub., payment on or after publication. First-class rates, around 5 cents a word; good rates, an average around 1 cent or better; fair rates, around ½ cent; low rates, under ½ cent. Ind. indicates indefinite rates. Inc. indicates that our data on payment is incomplete. Editor's name is given when available.

To facilitate users of this list in avoiding duplication of submissions to the same group of magazines, the name of magazine is followed by a key-word indicating the publishing house under the banner of which magazine is issued. S. & S. indicates Street & Smith, Doubleday, indicates Doubleday Doran & Co., Mag. Pubs. indicates Magazine Publishers, Inc., etc.

## LIST A

General periodicals, standard, literary, household, popular and non-technical, which ordinarily pay on acceptance at rates of about 1 cent a word or better.

**Acc-High**, (Clayton) 155 E. 44th St., New York. (2-M-10) Western adventure, sport, North and Northwest, general-action short-stories up to 6000; novelettes 20,000, serials by arrangement. John Du Barry. Good rates, Acc.

**Adventure**, (Butterick) 161 6th Ave., New York. (2M-10) Adventure short-stories up to 7000, novelettes 15,000, serials, fillers, adventure articles, verse. A. A. Proctor. Good rates, Acc.

**All Detective**, (Dell) 100 5th Ave., New York. (M-10) Action detective short-stories with unusual settings up to 5000; novelettes 10,000 to 15,000. "Idea" shorts. C. W. Mowre. Good rates, Acc.

**All Story**, (Munsey) 280 Broadway, New York. (2M-15) Dramatic, emotional love short-stories, heroine's viewpoint, 4000 to 7000, novelettes up to 12,000. Not in market until summer for serials or verse. Amita Fairgrieve. Good rates, Acc.

**All Western**, (Dell) 100 5th Ave., New York. (M-10) "Different," well-plotted Western short-stories 5000, novelettes 10,000 to 15,000; little or no love interest. Special articles on West. C. W. Mowre. Good rates, Acc.

**American Magazine**, The, (Crowell) 250 Park Ave., New York. (M-25) Short-stories 3500 to 5000, serials, articles based on personalities, articles of opinion from authoritative sources. Summer N. Blossom. First-class rates, Acc.

**American Mercury**, The, 730 5th Ave., New York. (M-50) Sophisticated reviews, comment, essays; serious and political articles, short-stories, sketches, verse; high literary standard. H. L. Mencken. Good rates, Acc.

**Argosy**, (Munsey) 280 Broadway, New York. (W-10) Action fiction, all types except love or feminine lead, short-stories 1000 to 7000, novelettes 10,000 to 20,000, serials up to 60,000 (installments of 10,000), prose fillers 100 to 400. Don W. Moore. Good rates, Acc.

**Atlantic Monthly**, 8 Arlington St., Boston. (M-40) Essays, human-interest articles; sketches, short-stories, verse; high literary standard. Ellery Sedgwick. Good rates, Acc.

**Ballyhoo**, (Dell) 100 5th Ave., New York. (M-15) Humorous cartoons, gags. Norman Anthony. Good rates, Acc.

**Black Mask**, 578 Madison Ave., New York. (M-20) Detective, Western, Border, adventure short-stories 4000 to 6000, novelettes up to 15,000. Action, characterization, plausibility emphasized. Joseph T. Shaw. Good rates, Acc.

**Blue Book**, (McCall) 230 Park Ave., New York. (M-15) Western, mystery, adventure short-stories, novelettes. True-experience contests. Donald Kennicott. 2c up, Acc.

**Breezy Stories**, (Young), 1071 6th Ave., New York. (M-20) Sex short-stories, 2500 to 6000, novelettes 12,000 to 15,000; light verse. Cashel Pomeroy. 1c, verse 25c line, Acc.

**Bunk**, (Clayton) 155 E. 44th St., New York. (M-15) Humorous articles, features, satire, 1500. F. Orlin Tremaine; C. S. Verral, art ed. 1c; cartoons with gags, \$10, Acc.

**Calgary Eye-Opener**, 602 McKee Bldg., Minneapolis. (M-25) Brief humorous, boisterous material; jokes up to 200. Wilkie C. Mahoney. Cartoon suggestions, jokes, epigrams \$2 up; humorous verse up to 48 lines, 10 to 25c line, Acc.

**Canadian Home Journal**, 71 Richmond St., W., Toronto, Ont. (M-10) Short-stories up to 5000, 4 to 6-part serials, articles of interest to Canadian women up to 2500. W. Dawson. Good rates, Acc.

**Chatelaine**, The, 143 University Ave., Toronto, Ont., Canada. (M-10) Articles of Canadian woman interest up to 2000, short-stories 3500 to 5000, 2 to 4-part serials. Byrne Hope Sanders. 1c up, Acc.

**Clues**, (Clayton) 155 E. 44th St., New York. (M-15) Action detective short-stories 3000 to 5000, novelettes 10,000; stories in series; short-shorts, short features 1000. W. M. Clayton, T. R. Hecker. Good rates, Acc.

**College Humor**, 1300 Paramount Bldg., New York. (M-25) Youthful modern short-stories up to 8000, novelettes, serials, general and sport articles, college-interest; sketches, jokes, humorous essays; gay verse, epigrams, art work. Patricia Reilly Foster. First-class rates, jokes \$1, verse about 50c line, Acc.

**College Life**, 570 7th Ave., New York. (M-25) Swift-moving, realistic short-stories, collegiate background, sex interest, 3000 to 6000; novelettes 9000, short-stories 1000, collegiate articles 1200, humorous 4 to 6 line verse, jokes, editorials 300. N. L. Pines. 1½c up, verse 10 to 20c line, jokes 35 to 50c, Acc.

**Collier's** (Crowell) 250 Park Ave., New York. (W-5) Short-stories up to 5000, serials up to 60,000; articles on popular questions of the day 3500 to 5000, editorials, short short-stories. Wm. L. Cheney. First-class rates, Acc.

**Columbia**, 45 Wall St., New Haven, Conn. (M-10) Knights of Columbus publication. Articles on contemporary science, travel, sport, topics of general interest for men 2500 to 3500; action short-stories 5000, verse. John Donahue. 1 to 3c, Acc.

**Common Sense**, 155 E. 44th St., New York. (Bi-W-15) Factual-economic, political articles with social implications 1500 to 3000. Fact items, fillers. A. M. Bingham. 2c, Acc.

**Complete Stories**, (S. & S.) 79 7th Ave., New York. (M-15) Adventure, Western short-stories, novelettes up to 50,000, verse. E. C. Richards. 1½ to 2c, Acc.

**Cosmopolitan**, (Hearst) 959 8th Ave., New York. (M-25) Short-stories 3000 to 6000; short-shorts 1000 to 1500; articles of national import, 2000 to 4000. Stocked up on serials. Harry Payne Burton. First-class rates, Acc.

**Country Gentlemen**, The, (Curtis) Independence Sq., Philadelphia. (M-5) Short-stories 3500 to 5000, serials, articles of interest to farm and farm-town readers; humorous sketches, jokes, agricultural and household articles. Miscellany for boys' and girls' depts. Philip S. Rose. First-class rates, Acc.

**D. A. C. News**, Detroit Athletic Club, Detroit, Mich. (M-25) Humorous sketches up to 1500, verse. Chas. A. Hughes. First-class rates, Acc.

**Delineator**, (Butterick) 161 6th Ave., New York. (M-10) Dramatic, human short-stories 5000, serials, articles. Oscar Graeve. First-class rates, Acc.

**Detective Fiction Weekly**, (Munsey) 280 Broadway, New York. (W-10) Detective, crime, underworld, mystery short-stories 2000 to 8000, novelettes 12,000 to 20,000, serials. Fact stories of murder mysteries. Howard V. Bloomfield. Good rates, Acc.

**Detective Story Magazine**, (S. & S.) 79 7th Ave., New York. (2M-15) Swift-moving action detective short-stories 2500 to 5000, novelettes 10,000 to 15,000; articles on crime, etc., 300 to 2500. F. E. Blackwell; Dorothy C. Hubbard, asst. 1c up, Acc.

**Doc Savage Magazine**, (S. & S.) 79 7th Ave., New York. (M-10) Action-adventure short-stories up to 6000. John L. Nanovic. 1c, Acc.

**Dream World**, (Macfadden) 1926 Broadway, New York. (M-15) First person confession type short-stories 5000, serials 25,000 to 50,000, verse, of love and romance. Helen J. Day. 2c, verse 50c line, Acc.

**Elks Magazine**, 50 E. 42d St., New York. (M-20) Articles, short-stories up to 5000, serials up to 50,000. Short short-stories. Joseph T. Fanning; Bruce McClure, Mng. Ed. First-class rates, Acc.

**Farmer's Wife**, 61 E. 10th St., St. Paul, Minn. (M-5) Articles for farm women of general and household interest; short-stories, short serials, verse. F. W. Beckman, Mng. Ed. 1c up, Acc. (Overstocked.)

**Film Fun**, (Dell) 100 5th Ave., New York. (M-20) Collegiate jokes, quips, epigrams up to 300, humorous verse. Lester Grady. Short text 3c word up; verse 50c up line; jokes, quips \$1.50 to \$2, Acc.

**Five Novels Monthly**, (Clayton) 155 E. 44th St., New York. (M-20) Western, adventure, sport, mystery, romantic novels 20,000, strong love interest essential. W. M. Clayton; John Burr. Good rates, Acc.

**Foreign Service**, Broadway at 34th St., Kansas City, Mo. (M) War short-stories up to 3000, short-shorts of interest to A. E. F. veterans. Illustrations. Barney Yansky. 2c up, Acc.

**Forum**, 441 Lexington Ave., New York. (M-25) Controversial articles, essays, "first" short-stories 2000 to 3000, serials. Henry Goddard Leach. Good rates, Acc.

**Gay Book Magazine**, 201 N. Broad St., Philadelphia. (M-25) Sparkling, sophisticated romances with subtle touch of sex; short-stories 2500 to 5000; novelettes 10,000 to 15,000, brief, satirical articles 1500 to 2500. Wm. H. Kofoed. About 1c, Acc.

**Golden Book Magazine**, 55 5th Ave., New York. (M-25) Reprints, translations of stories of exceptional literary merit, fillers. Mrs. Frederica P. Field. 1c, Acc.

**Good Housekeeping**, (Hearst) 57th St. and 8th Ave., New York. (M-25) Young love short-stories up to 6000, serials, verse 3 to 4 stanzas. Overstocked on articles. W. F. Bigelow. First-class rates, Acc.

**Harper's Bazaar**, 572 Madison Ave., New York. (M-50) Light, humorous articles on social phases. Does not encourage contributions. Arthur H. Samuels. Good rates, Acc.

**Harper's Magazine**, 49 E. 33rd St., New York. (M-40) Human interest articles, essays, short-stories 4000 to 7000, serials up to 60,000, verse; high literary standard. Lee F. Hartman. First-class rates, Acc.

**Holland's, The Magazine of the South**, Main and Race Sts., Dallas, Texas. (M-10) Articles of interest to South; short-stories 2500 to 5000, serials 30,000 to 60,000; verse up to 24 lines, children's stories. F. P. Holland. 1½c up, photos \$2 up, Acc.

**Home Magazine, The**, (Tower) 55 5th Ave., New York. (M-10) Domestic and love short-stories 1000 to 5000; serials 30,000 to 40,000. 3c, Acc.

**Hooey**, (Fawcett) Sexton Bldg., Minneapolis, Minn. (M-15) Sophisticated cartoons, ideas for cartoons. Jack Smalley, Cedric Adams. Good rates, Acc.

**Household Magazine**, 8th and Jackson Sts., Topeka, Kan. (M-10) Household and general articles, short-stories about 1000, also 2500 to 5000, serials 30,000 to 50,000, verse usually under 20 lines, hints. Nelson Antrim Crawford. 2c up, verse 50c line, Acc.

**Illustrated Love Magazine**, (Tower) 55 5th Ave., New York. (M-10) Love short-stories up to 4000; short shorts 1000 to 1500; serials 30,000 to 40,000; novelettes 12,000. Elsie K. Frank. 3c up, Acc.

**Independent Woman, The**, 1819 Broadway, New York. (M-15) Articles on business, professional women's problems, social and economic problems, 1200 to 2000; controversial, humorous articles, woman angle; verse 2 to 5 stanzas. Winifred Willson. \$10 to \$35, verse \$2 or \$3, Acc.

**Ladies' Home Journal**, (Curtis) Independence Sq., Philadelphia. (M-10) Articles up to 3000; short-stories 5000 to 7000, serials, short lyric verse. Loring A. Schuler. First-class rates, Acc.

**Liberty**, (Macfadden) Lincoln Square, New York. (W-5) Romantic, adventure, humorous short-stories, youthful appeal, 1000 to 5000, timely human-interest articles. Wm. Maurice Flynn. First-class rates, Acc. Short-shorts under 2000, \$100 to \$500 each.

**Life**, 60 E. 42d St., New York. (M-15) Humorous sketches up to 800. Geo. T. Eggleston. 5 to 8c, topical paragraphs, \$2, Acc.

**Love Classic**, (Clayton) 155 E. 44th St., New York. (M-15) Realistic, first-person (not-confessional) love short-stories 4000 to 5000; 2-part stories 8500 to 9500. F. Orlin Tremaine; C. S. Verral, Art. Ed. 1c, verse 25c line, Acc.

**Love Mirror**, (Futura) 8 W. 40th St., New York. (M-10) Emotional love short-stories 2000 to 6000, novelettes 12,000 to 15,000, love adventure or semi-confessional. Hope Hale. Good rates, Acc.

**Love Story Magazine**, (S. & S.) 79 7th Ave., New York. (W-15) Modern love short-stories 3500 to 5000, novelettes 7500; 2 to 4-part serials, installments 5000 to 8000; verse up to 16 lines. Miss Daisy Bacon. 1c up, Acc.

**MacLean's Magazine**, 143 University Ave., Toronto, Ont., Canada. (2-M-10) Articles on Canadian subjects, short-stories up to 5000, serials 30,000 to 65,000. H. Napier Moore. 1c up, Acc.

**Master Detective, The**, (Macfadden) 1926 Broadway, New York. (M-15) True detective and crime stories, outstanding cases, illustrated by photos, with official by-line, 2000 to 7000; serials, 6000 to 7000-word installments. Send for detailed instructions and case cards. John Shuttleworth. 1½c, photos \$1 to \$5, Acc.

**McCall's Magazine**, 230 Park Ave., New York. (M-10) General and household interests; short-stories 2500 to 7000, serials. Otis L. Wiese. First-class rates, Acc.

**Modern Romances**, (Dell) 100 5th Ave., New York. (M-10) True confession short-stories up to 5000; novelettes and serials by order. Lyon Mearson. 2c, Acc.

**Mystery Magazine**, (Tower) 55 5th Ave., New York. (M-10) Detective novelettes 12,000, short-stories 1500 to 5000; serials 30,000 to 40,000, strong love interest desirable. 3c, Acc.

**National Geographic Magazine**, 1156 16th St., N. W., Washington, D. C. (M-50) Official journal National Geographic Society. Authoritative human interest articles on geographic subjects with photos. Gilbert Grosvenor. First-class rates, Acc.

**New Yorker, The**, 25 W. 45th St., New York. (W-15) Short-stories, 400 to 2000; factual and biographical material up to 2500, verse. Good rates, Acc.

**Nick Carter Magazine**, (S. & S.) 79 7th Ave., New York. (M) Detective-action short-stories, preferably police or detective heroes. John L. Nanovic. 1c, Acc.

**Parents' Magazine, The**, 114 E. 32d St., New York. (M-25) Articles on family relationships, child care, etc., 2500 to 3000. Clara Savage Littledale. 1c up, Acc.; jokes, pointers for parents, recipes, parental problems, \$1, Pub.

**Pennac, The**, Rittenhouse Square, Philadelphia. (M-25) Sport articles, storyettes, humor 1000 to 1500. M. A. Kelly. 1½c, photos \$1 up, Acc. (Overstocked.)

**Pictorial Review**, 222 W. 39th St., New York. (M-10) Articles of interest to women 2500 to 3500; action, drama, problem short-stories, novelettes, serials, verse. T. Von Ziekursch. First-class rates, Acc. (Overstocked.)

**Railroad Stories**, (Munsey) 280 Broadway, New York. (M-15) Railroad, subway, "el," interurban electric line short-stories, novelettes, 1500 to 15,000. (Overstocked with fact articles, fillers, verse). Freeman H. Hubbard. 1½c up, Acc.

**Ranch Romances**, (Clayton) 155 E. 44th St., New York. (Bi-W-20) Western love short-stories 4000 to 9000, novels 30,000 to 35,000, serials 60,000 to 70,000; fillers up to 500; verse. Fanny Ellsworth. Good rates, verse 25c line, Acc.

**Rangeland Love Stories**, (Clayton) 155 E. 44th St., New York. (M-20) Western love short-stories 3000 to 5000, novels 10,000 to 12,000, serials 35,000; verse. Fanny Ellsworth. Good rates, Acc.

**Real America**, 1050 N. La Salle St., Chicago. (M) Articles treating of vital American problems, exposes of graft and corruption, real facts about present-day conditions. Edwin Baird. Good rates, extra for photos, Acc.

**Real Detective**, 1300 Paramount Bldg., New York. (M-25) True illustrated crime stories; detective mystery short-stories, novelettes. West F. Peterson. 1 to 2c, photos \$3, Acc.

**Redbook**, (McCall) 230 Park Ave., New York. (M-25) Short-stories, serials, feature articles. Edwin Balmer. First-class rates, Acc.

**Rexall Magazine, The**, 43 Leon St., Boston. (M) Romantic confession short-stories 1500 to 3000; verse up to 8 lines. Marguerite Wettlin. 1c, Acc. (Overstocked.)

**Rotarian, The**, 211 W. Wacker Drive, Chicago. (M-25) Gripping, human-interest articles, essays, short-stories 1500 to 1800. Emerson Gause. First-class rates, Acc.

**Saturday Evening Post, The**, (Curtis) Independence Sq., Philadelphia. (W-5) Articles on timely topics 3000 to 5000, short-stories 5000 to 7000, serials up to 90,000; humorous verse, skits. Geo. Horace Lorimer. First-class rates, Acc.

**Scribner's Magazine**, 597 5th Ave., New York. (M-35) Critical and interpretive articles 1000 to 5000; short-stories up to 5000; novelettes 15,000 to 20,000; little verse. Alired Dashiell. Good rates. (Overstocked.)

**Shadow Magazine**, (S. & S.) 79 7th Ave., New York. (2M-10) Action detective short-stories 2500 to 6000. John L. Nanovic. 1c up, Acc.

**Short Stories**, (Doubleday) Garden City, New York. (2-M-25) Adventure short-stories up to 6000, novelettes 10,000 to 12,000, complete novels 25,000 to 60,000, outdoor fillers 50 to 500. Harry E. Maule, Ed.; Dorothy McIlwraith, Mng. Ed. Good rates, Acc.

**Sky Fighters**, 122 E. 42d St., New York. (M-10) Air short-stories, novelettes. Wm. L. Mayer. 1c, Acc.

**Smokehouse Monthly**, (Fawcett) 529 S. 7th St., Minneapolis, Minn. (M-25) Jokes, wisecracks, cartoon suggestions, cartoons, epigrams, ballads. W. H. Fawcett. Jokes \$1 to \$5, verse 25c line, Acc.

**Sport Story Magazine**, (S. & S.) 79 7th Ave., New York. (2M-15) Competitive sport short-stories up to 6000, novelettes up to 12,000 (query on serials, articles). Ronald Oliphant. Good rates, Acc.

**Spur, The**, 515 Madison Ave., New York. (M-50) Articles on sport, travel, art, personalities, usually on assignment. H. S. Adams. Good rates, Acc.

**Startling Detective Adventures**, (Fawcett) 529 S. 7th St., Minneapolis, Minn. (M) True detective stories, solved cases, 4000, occasionally longer; photos essential. Earl Buell. 1½c up, photos \$3 up, Acc. Submit synopsis first.

**Sweetheart Stories**, (Dell) 100 5th Ave., New York. (M-10) Sentimental love short-stories 1500 to 5000. Good rates, Acc.

**Top-Notch Magazine**, (S. & S.) 79 7th Ave., New York. (M-10) Outdoor adventure short-stories, American setting, up to 6000, novels and novelettes 12,000 to 30,000; verse up to 32 lines; short short-stories up to 2000. Ronald Oliphant. Good rates, Acc. (Overstocked.)

**True Confessions**, (Fawcett) 529 S. 7th St., Minneapolis, Minn. (M-10) First-person, confession short-stories up to 4500, serials up to 15,000; articles on marriage, divorce. (Overstocked on verse.) Hazel Berge. 1½c up, Acc.

**True Detective Mysteries**, (Macfadden) 1926 Broadway, New York. (M-25) True detective, crime stories with actual photos, under official by-line, 2000 to 7000, serials, installments of 6000 to 7000. Send for detailed instructions and case cards. John Shuttleworth. 1½c up, photos \$1 to \$5, Acc.

**True Experiences**, (Macfadden) 1926 Broadway, New York. (M-10) Confession short-stories, serials. Good rates, Acc.

**True Romances**, (Macfadden) 1926 Broadway, New York. (M-15) True, confessional, first-person short-stories 1000 to 8000, true-story serials 30,000 to 60,000. 2c, Acc.

**True Story Magazine**, (Macfadden) 1926 Broadway, New York. (M-15) True, confessional, first-person short-stories 5000, serials 25,000 to 50,000, jokes. L. M. Hainer, 2c; jokes, \$2 up, Acc.

**Vanity Fair**, 420 Lexington Ave., New York. (M-35) Satirical articles, essays on modern life, politics, drama, sport, etc., up to 2000; short short-stories, unusual and rare photos of living celebrities. F. W. Crowninshield. Good rates, Acc.

**Vogue**, 420 Lexington Ave., New York. (2M-35) Articles on modes, travel; fashionable life angles, society photos. Edna W. Chase, \$50 to \$150 per article, Acc.

**War Birds**, (Dell) 100 5th Ave., New York. (M-10) Western front air-war short-stories 3000 to 5000, novelettes up to 15,000; no first person material. C. W. Mowre. Good rates, Acc.

**West**, (Doubleday) Garden City, New York. (M-20) Western short-stories 2000 to 6000, novelettes 10-12,000, novels 20-25,000; romantic interest subordinate; verse up to 50 lines. Harry E. Maule. Good rates, Acc.

**Western Story Magazine**, (S. & S.) 79 7th Ave., New York. (W-15) Western short-stories up to 5000; complete novels 40,000 or 50,000; serials 12,000-word installments; articles on old West up to 2500; verse. F. E. Blackwell; Dorothy C. Hubbard, associate. Good rates, Acc.

**Whiz Bang**, (Fawcett) 529 S. 7th St., Minneapolis, Minn. (M-15) Jokes, epigrams, humorous rural editorials, ballads up to 64 lines, cartoon suggestions. W. H. Fawcett. Jokes \$1 to \$5, verse 25c line, Acc.

**Wild West Weekly**, (S. & S.) 79 7th Ave., New York. (W-15) Typical "Wild West" short-stories 3000 to 6000, novelettes 12,000 to 15,000. Ronald Oliphant. Good rates, Acc.

**Woman's Home Companion**, (Crowell) 250 Park Ave., New York. (M-10) Woman's and household interests. Articles, short-stories 2500 to 6000, serials up to 70,000. Gertrude B. Lane. First-class rates, Acc.

**Woman's World**, 222 W. 39th St., New York. (M-10) Articles on women's interests 1000 to 2000; short-stories 1500 to 5500, serials 40,000 to 50,000, short verse. Good rates, Acc.

**Young's Magazine**, (Young) 1071 6th Ave., New York. (M-20) Sex short-stories 2000 to 6000, novelettes 12,000 to 15,000. Cashel Pomeroy. 1c, Acc.

#### LIST B

General periodicals which (a) pay on publication, or (b) pay less than 1 cent a word, or (c) are chronically overstocked, or (d) offer a very limited market, or (e) concerning which no definite information has been obtainable.

**Abbott's Monthly**, 3435 Indiana Ave., Chicago. (M-25) Negro short-stories 1500 to 3000, features, verse. Lucius C. Harper. ½c, Pub.

**Amazing Stories Monthly** (also **Amazing Stories Quarterly**), (Teeck) 222 W. 39th St., New York. (M-25) Short-stories based on correct science 5000 to 20,000, novelettes 20,000 to 50,000, serials 60,000. Scientific verse up to 4 lines, ¼c up, verse 10c line, Pub.

**American Beauty**, 152 W. 42d St., New York. (M-25) Articles on beauty 1000. Henrietta Helston. 1c, Pub.

**American Cookery**, 221 Columbus Ave., Boston 17. (M-15) Short articles on domestic science 2000 to 3000, essays 1000 to 2500, short stories 1000 to 3000. 1c up, Acc.

**American Hebrew and Jewish Tribune**, 71 W. 47th St., New York. (W-15) Articles on outstanding Jewish personalities, short-stories of American Jewish life, novelettes, serials. Louis Rittenberg. ½c up, photos \$1 up, Pub.

**American Legion Monthly**, 521 5th Ave., New York. (M-25) Closed market. J. T. Winterich.

**American Monthly**, 331 4th Ave., New York. (M-25) Articles on international politics 2000 to 4000. D. Maier. Ind.

**American Scholar**, The, 145 W. 55th St., New York. (Q-50) Scholarly, non-technical articles on literature, art, science, economics, politics, education, etc.; long poems; no fiction. Wm. Allison Shimer. \$10 to \$50, Pub.

**American Spectator**, The, 12 E. 41st St., New York. (M-10) Literary comment, reviews, by invitation only. George Jean Nathan, et al. Rates not stated.

**American Weekly**, The, 235 E. 45th St., New York. (W) Distributed with Hearst newspapers. Not in market.

**Anvil**, The, R. R. 4, Moberly, Mo. (Q-25) Short-stories, sketches 1000 to 3000, occasionally 4000; verse, reviews, portraying proletarian life from viewpoint of the class struggle. Jack Conroy. No payment.

**Asia**, 468 4th Ave., New York. (M-35) Interpretative articles on oriental life, travel, exploration and thought, Russia, Africa included. Marietta Neff. Fair rates, Pub.

**Babies: Just Babies**, (Macfadden) 420 Lexington Ave., New York. (M-15) Articles on child guidance, etc. Mrs. Franklin D. Roosevelt. Indefinite rates.

**Bandwagon**, The, Key Bldg., Oklahoma City, Okla. (M-15) Sophisticated sketches, verse, cartoons. Martin Heflin. ½c, verse 20c line, cartoons \$1.50 to \$5, Pub.

**Battle Aces**, (Popular) 205 E. 42d St., New York. (M-20) Air-war short-stories 5000 to 10,000, novelettes up to 15,000. Harry Steeger. 1c up, Pub.

**Battle Birds**, (Popular) 205 E. 42d St., New York. (M-10) Air-war short-stories 5000; novelettes up to 15,000. Harry Steeger. 1c up, Pub.

**Best Detective Magazine**, (S. & S.) 79 7th Ave., New York. (M) Not in the market. F. E. Blackwell.

**Blade and Ledger**, 510 N. Dearborn St., Chicago. (M-25) Not in market. Walter Gregg Alderton.

**Blah**, 216 Metropolitan Bank Bldg., St. Paul, Minn. (M) Snappy cartoons, jokes, epigrams, jingles, ballads. Raymond Bargo. Ind. rates, Pub.

**B'nai B'rith Magazine**, 70 Electric Bldg., Cincinnati, O. (M) Jewish articles, essays, short-stories up to 3000; interviews. Alfred M. Cohen. 1c up, Pub.

**Bookman**, The, 386 4th Ave., New York. (M-40) Literary, critical articles, essays. Seward Collins. Low rates, Acc.

**Bozart and Contemporary Verse**, Oglethorpe University, Ga. (Bi-M-40) Distinctive poetry, book reviews. Prizes.

**Bridge Magazine**, 154 E. Erie St., Chicago. (M-35) Bridge material, shopping articles, menus, sophisticated verse, jokes. Chas. T. Adams, Milton S. Work. No cash payment.

**Bridge Forum**, 104 5th Ave., New York. (M-25) News items on contract bridge activities, articles an unusual angles of the game, short jokes. Gene Clifford. Ind., Acc.

**Bridge World**, 570 Lexington Ave., New York. (M-35) Bridge miscellany. No payment.

**Broadway and Hollywood "Movies"**, 1450 Broadway, New York. (M) Clever, snappy, humorous drawings (no line work or color covers), with or without gags. Alma R. Roberts. Fair rates, Pub. (Slow.)



**Broadway Tattler**, 7 W. 22nd St., New York. (M) Gags, "inside" stories of theatrical, society, business worlds, racy line cartoons. Steve Clow. Low rates, Acc.

**Canadian Magazine**, 347 Adelaide St., W., Toronto, Canada. (M-10) Articles on Canadian topics up to 3000, short-stories up to 5000. Joseph Lister Rutledge. Up to 1c, Acc.

**Chicagoan**, The, 407 S. Dearborn St., Chicago. (M-35) Sophisticated, humorous articles, essays 1500 to 2000. Wm. R. Weaver. 2c, Pub. (Overstocked.)

**Christian Science Monitor**, The, 107 Falmouth St., Boston. (D-5) Not in the market.

**Circus Scrap Book**, The, 41 Woodlawn Ave., Jersey City, N. J. (Q-35) Circus history, lives of circus performers, scrap books, clippings, news items, photos dealing with the circus prior to 1900. F. P. Pitzer. ½c up, Acc.

**Clown Magazine**, 325 S. 16th St., Allentown, Pa. (M-5) Humorous short-stories, jokes, cartoons. J. I. Rodale. Ind. rates.

**Comfort**, Augusta, Me. (M-5) Not in market. V. V. Detwiler.

**Complete Detective Novel Magazine**, (Teck) 222 W. 39th St., New York. (M-25) Detective short-stories 1000 to 8000, novels 40,000 to 75,000, true tales of detective work 1000 to 2500. ½c, Pub.

**Current History**, 229 W. 43d St., New York. (M-25) Authoritative articles on political, economic, social, cultural events, developments in America and abroad, 3000 to 4000. 2c up, Pub.

**Daredevil Aces**, (Popular) 205 E. 42d St., New York. (M-10) Thrilling air short-stories 5000, novelettes 15,000. Harry Steeger. Good rates, Pub.

**Dime Detective Magazine**, (Popular) 205 E. 42d St., New York. (M-10) Mystery and action short-stories 5000, novelettes 10,000 to 15,000. Harry Steeger. 1c up, Pub.

**Dime Mystery Book**, (Popular) 205 E. 42d St., New York. (M-10) Book-length detective novels with conflict, menace, horror; brief, punchy short-stories. Rogers Terrill. 1c up, Pub.

**Dime Western Magazine**, (Popular) 205 E. 42d St., New York. (M-10) Western short-stories 2000 to 6000, novelettes 10,000 to 25,000. Period stories. Minor girl interest. Rogers Terrill. 1c up, Pub.

**Economic Forum**, 66 W. 12th St., New York. (Q-50) Articles on economic, political, sociological current problems; possibly verse; photos of economic conditions. Joseph Mead; Wm. McC. Martin, Jr. Ind. rates, Pub.

**Everyday Life**, 337 W. Madison Ave., Chicago. (M) Love, mystery, humorous short-stories 1500 to 2500. A. E. Swett. Up to ½c, Acc. or Pub.

**Family Circle**, The, 101 Park Ave., New York. (W-free) Light love, humorous, clean short-stories 3000 to 4000. Harry E. Evans. \$35 each, Pub.

**Family Herald and Weekly Star**, St. James St., Montreal, Quebec, Canada. (W-5) Short-stories. C. Gordon-Smith. \$4 column, Pub.

**Flying Aces**, (Mag. Pubs.) 67 W. 44th St., New York. (M-15) Air and air-war short-stories 5000 to 7000, novelettes 10,000 to 20,000. A. A. Wyn. 1 to 2c, Pub.

**Fortune**, 135 E. 42d St., New York. (M-\$1) Staff-written or ordered articles on industry. Rates by arrangement.

**Gayety**, (Shade) 1008 W. York St., Philadelphia. (M-25) Gay short-stories 1500 to 3000, articles about gay side of life, verse up to 16 lines, jokes. Pierre Dumont. ½c, verse 15c line, jokes 50c, paragraphs 35c, photos \$3 up, Pub.

**Gay Parisienne**, (Merwil) 480 Lexington Ave., New York. (M) Risque short-stories, French locale, 2000 to 3000 ½c, Pub.

**Gentlewoman**, 615 W. 43d St., New York. (M-5) Love and action short-stories small-town home-woman appeal, up to 3000. Marion White. ½c, Pub.

**Good Stories**, Augusta, Maine. (M-5) Not in the market. G. M. Lord. Low rates, Pub.

**Grit**, Williamsport, Pa. (W-5) Clean short-stories, adventure, mystery, love, Western, etc., 1000 to 4500; odd, strange pictures, brief text; household articles, short illustrated articles for women's and children's pages. Howard R. Davis, \$2.50 to \$7 per short-story, articles \$1 to \$3, photos \$1 to \$1.50, Acc.

**Home Friend Magazine**, 1411 Wyandotte St., Kansas City. (M-5) Articles of interest to small-town and rural housewives, verse; short-stories up to 3500. E. A. Weishaar. ¼ to 1c, verse 15c line, photos \$1.50 to \$3, Acc.

**Improvement Era**, The, 47 E. So. Temple, Salt Lake City, Utah. (M-20) Latterday Saints organ. Moral short-stories, feature articles, verse. H. R. Merrill. ½ to 1c, verse 12½c line, Pub.

**Interludes**, 2917 Erdman Ave., Baltimore, Md. (Q-25) Poems up to 30 lines, literary essays, short-stories up to 1200; prose poems. Wm. James Price. Prizes only.

**Judge**, 18 E. 48th St., New York. (M-15) Jokes, epigrams, humorous short-stories, articles up to 500, verse, drawings. Jack Shuttleworth. 3 to 6c, jokes and paragraphs \$2 to \$5, drawings \$10 to \$75, cartoon and humorous ideas \$3 to \$15, Pub.

**Kaleidograph**, a National Magazine of Poetry, 702 N. Vernon St. Dallas, Tex. (M-25) Verse, book notices, short stories under 2000. Whitney Montgomery; Vaida Stewart Montgomery. Prizes.

**La Parée Stories**, (Merwil) 480 Lexington Ave., New York. (M) Risque short-stories, French locale, 2000 to 3000. ½c, Pub.

**Living Age**, The, 253 Broadway, New York. (2M-25) Translations and reprints only. Quincy Howe.

**Magic Carpet Magazine**, 840 N. Michigan Ave., Chicago. (Q-15) Glamorous short-stories of distant lands, tales of glory, heroism, intrigue, vivid action; strange, thrilling plots; some historical tales; no supernatural. Length up to 18,000. Farnsworth Wright, 1c, Pub.

**Manhattan**, (Dell) 100 5th Ave., New York. (W-10) New York satirical material, largely staff-written. Norman Anthony.

**Mayfair**, 143 University Ave., Toronto, Ont. (M-25) Society, fashion, sport articles, Canadian interest. J. Herbert Hodgins. 1c, Pub.

**Menorah Journal**, The, 63 Fifth Ave., New York. (Q-\$1) Jewish short-stories, sketches, one-act plays, essays, poetry. Henry Hurwitz. 1c up, Pub.

**Mid-West Story Magazine**, Box 175, Vincennes, Ind. (M-10) Short articles 200 to 800, short-stories 800 to 3500 on personalities and drama of the old Northwest. Chester Bolton. ¼ to 1c, photos \$3, Pub.

**Modern Psychologist**, The, 33 W. 42d St., New York. (M-25) Articles; essays on psychology in all phases up to 3000. Dagobert D. Runes. Ind., Pub.

**Modern Thinker**, The, 33 W. 42d St., New York. (M-25) Timely, controversial articles 2500 to 3500. Dr. Dagobert D. Runes. ¼ to 1c, Pub.

**Modern Youth**, 155 E. 44th St., New York. (M-25) "Voice of the younger generation." Short-stories 2000 to 6000, poems, articles, by writers under 30. Viola Ilma. 1c, Pub.

**Moment**, The, 363 7th Ave., New York. (M-20) Short short-stories, satirical cartoons, brief serious and serious articles, poems. Martin Panzer. Low rates, Pub.

**Mother's-Home Life**, 315 S. Peoria St., Chicago. (M-5) Not in the market.

**Mystery Novels Magazine**, (Doubleday) Garden City, N. Y. (Q-25) Detective, mystery novels, by arrangement. Harry E. Maule.

**National Home Monthly**, Bannatyne and Dagmar Sts., Winnipeg, Man., Canada. Articles, short-stories 1500 to 4000. Fair rates, Pub.

**Nation**, The, 20 Vesey St., New York. (W-15) Reviews, comment, largely staff written. 1c, Pub.

**National Magazine**, 952 Dorchester Ave., Boston. (M-25) Limited market. Joe Mitchell Chapple. Ind., Pub.

**Nativity**, 63 W. 15th St., New York. (Q-35) Articles, short-stories, sketches, poems, plays. Boris J. Israel. No payment.

**New Republic**, The, 421 W 21st St., New York. (W-15) Articles on current social, political, economic questions 1500 to 2500, sketches of character background 1000, exceptional verse. Bruce Bliven, 2c, Pub.

**Nickel Detective**, (Metropolitan) 537 S. Dearborn St., Chicago. (M-5) Detective short-stories, novelettes. Samuel Bierman. Fair rates, Pub. (Overstocked.)

**Nickel Western**, (Metropolitan) 537 S. Dearborn St., Chicago. (M-5) Western short-stories, novelettes. Samuel Bierman. Fair rates, Pub. (Overstocked.)

**North American Review**, 587 5th Ave., New York. (M-40) Clever, authoritative informative articles up to 4000, unsterotyped short-stories, occasional verse. Wm. A. DeWitt. Low rates, Pub.

**Occult Digest**, The, 1900 N. Clark St., Chicago. (M-25) Occult facts, philosophy, occult and psychic experiences: Effa E. Danelson. No payment.

**Opportunity**, A Journal of Negro Life, 1133 Broadway, New York. (M-15) Short-stories, articles, poetry; negro life and problems. Elmer Anderson Carter. No payment.

**Our Army**, 160 Jay St., Brooklyn, N. Y. (M-25) Stimulating controversial military articles, short-stories 1000 to 1200, jokes, cartoons, army background. G. A. Harter. Up to ½c, Pub.

**Our Dumb Animals**, 180 Longwood Ave., Boston. (M-10) Animal welfare articles up to 800, verse up to 24 lines. Guy Richardson. ½c up, poems \$1 up, Acc.

**Outlook**, The New, 515 Madison Ave., New York. (M-25) Timely articles, 3000, largely on assignment. Alfred E. Smith; Francis Walton, Mng. Ed. Good rates, Pub.



**Overland Monthly and Outwest Magazine**, 623 H. W. Hellman Bldg., Los Angeles. (M-25) Articles, Western interest, short-stories, verse. Arthur H. Chamberlain. Ind.

**Paris Nights**, (Shade) 1008 W. York St., Philadelphia. (M-25) Gay short-stories, Parisian background, 1500 to 3000, articles about gayer side of Paris, verse up to 16 lines, jokes. Pierre Dumont, 1/4c, verse 15c line, jokes 50c, paragraphs 35c, photos \$3 up, Pub.

**Pastime**, 246 5th Ave., New York. (M-15) Puzzles, parlor games. W. W. Scott. Ind.

**Pep Stories**, (Merwil) 480 Lexington Ave., New York. (M-25) Risque short-stories 2000 to 3000, serials 5000 to 8000. 1/4c, Pub.

**Plain Talk**, 1003 K St., N. W., Washington, D. C. (M-25) Articles on public affairs 1000 to 3500; editorials 500 to 1000; verse; fact items, fillers up to 200. Morris A. Bealle. 1/2 to 1c, Pub.

**Poetry: A Magazine of Verse**, 232 E. Erie St., Chicago. (M-25) High-class verse up to 200 lines. Harriet Monroe. \$6 page of 28 lines, Pub.

**Poetry World and Contemporary Vision**, 27 E. 7th St., New York. (M-25) Poetry, criticism. Henry Harrison. No payment.

**Psychology**, 1450 Broadway, New York. (M-25), Psychological, inspirational articles, business articles, short serials 10,000 to 12,000. Miss Eldora Field. Ind. rates, Pub.

**Rapid-Fire Detective Stories**, (Clayton) 155 E. 44th St., New York. (M-10) Fast-action crime, mystery fiction; novelettes 10,000 to 15,000; short-stories up to 5500; articles up to 2000. No deductive stories. (Partly reprint.) John DuBarry. Variable rates, Acc.

**Rapid-Fire Western Stories**, (Clayton) 155 E. 44th St., New York. (M-10) Western, cow-country, mining fast-action short-stories up to 5500, novelettes 10,000 to 15,000; articles up to 2000. (Partly reprint.) John DuBarry. Variable rates, Acc.

**Review of Reviews**, 55 5th Ave., New York. (M-25) Articles on politics, economics, national problems, travel. Albert Shaw. 2c up, Pub.

**Shards**, Box 2007, Augusta, Ga. (M) Poetry. Constance Deming Lewis. Prizes.

**Sky Birds**, (Mag. Pubs.) 67 W. 44th St., New York. (M-15) Air and air-war short-stories 5000 to 7000, novelettes 10,000 to 20,000. A. A. Wyn. 1 to 2c, Pub.

**Smokers Magazine**, Peoples Gas Bldg., Chicago. (2-M) Adventure, mystery, romantic short-stories 4000; 3 and 4-part serials; articles. George Applegren. 1/4c up, Pub.

**Snappy Magazine**, (Merwil) 480 Lexington Ave., New York. (M) Short, snappy, sexy stories 1000 to 2500. 1/4c, Pub.

**Spicy Stories**, (Merwil) 480 Lexington Ave., New York. (M-25) Risque short-stories 2000 to 3000, serials 5000 to 8000. 1/4c, Pub.

**Stars and Stripes**, The, Washington, D. C. (M) Articles on soldiers' interests. Generally overstocked.

**Star Novels**, (Doubleday) Garden City, New York. (Q-25) Adventure and mystery novels, by arrangement. Dorothy McIlwraith.

**Technocracy Review**, (Gernsback) 96 Park Pl., New York. (M) Technocracy articles. H. Gernsback. Inc.

**Technocrats' Magazine**, The, (Fawcett) 529 S. 7th St., Minneapolis, Minn. (M-15) Technocracy articles. Inc.

**Ten Detective Aces**, (Mag. Pubs.) 67 W. 44th St., New York. (M-10) Dramatic detective, mystery short-stories,

sinister note, woman interest welcome, 3000 to 5000; short shorts 1500 to 2000; novelettes 10,000 to 15,000. A. A. Wyn. 1 to 2c, short shorts \$25, Pub.

**10 Story Book**, 529 S. Clark St., Chicago. (M-25) Iconoclastic, frank, sex short-stories, satires, odd stories, playlets. Harry Stephen Keeler, \$6 a story, Pub.

**Thrilling Adventures**, 570 7th Ave., New York. (M-10) Limited purchases; write before submitting. J. S. Williams, Ind. rates, Acc.

**Thrilling Detective**, 570 7th Ave., New York. (M-10) Detective novelettes 20,000; write before submitting. Harvey Burns. Ind. rates, Acc.

**Thrilling Love Magazine**, 570 7th Ave., New York. (M-10) Novelettes 20,000; short-stories 2000 to 6000. Dorothy Sands. Ind. rates, Acc.

**Three Love Novels Magazine**, (Doubleday) Garden City, N. Y. (Q-25) Love novels, usually by arrangement. Harry E. Maule.

**Time**, 135 E. 42d St., New York. (W-15) News, all staff written; no market, unless for exceptional news.

**Town Tidings**, 319 Main St., Buffalo, N. Y. (M) Sophisticated articles 850; short short-stories. B. C. Webster. 1c, Pub.

**Travel**, 4 W. 16th St., New York. (M-35) Illustrated travel, exploration, adventure articles 1500 to 5000. Coburn Gilman. 1c, \$1 to \$3 per photo, Pub.

**Underworld**, 551 5th Ave., New York. (M-20) Detective, crime deduction, gangster short-stories 3500 to 5000, novelettes up to 15,000, serials 25,000 to 30,000. 1/4c up, Pub.

**U. S. Air Services**, 227 Transportation Bldg., Washington, D. C. (M-25) Aviation articles, short-stories, verse. E. N. Findley. 1c, Pub. (Overstocked.)

**Virginia Quarterly Review**, 1 West Range, University, Va. (Q-75) Literary, scientific, political essays 3000 to 5000, exceptional short-stories, verse 10 to 40 lines. Stringfellow Barr. \$5 page (350 words), verse 50c line, Pub.

**Weird Tales**, 840 N. Michigan Ave., Chicago. (M-25) Supernatural, bizarre, weird, pseudo-scientific short-stories up to 10,000, novelettes up to 15,000, serials up to 75,000, verse up to 35 lines. Farnsworth Wright. 1c up, verse 25c line, Pub.

**Western Trails**, (Mag. Pubs.) 67 W. 44th St., New York. (M-15) Western action short-stories with mystery slant and woman interest 2000 to 8000, novelettes up to 20,000. A. A. Wyn. 1 to 2c, Pub.

**Westminster Magazine**, The, Oglethorpe University, Ga. (Q-25) Short-stories, verse, critical articles, essays, reviews, articles on literature, history; social subjects 1000 to 3500. No payment.

**Wild West Stories and Complete Novel Magazine**, (Teck) 222 W. 39th St., New York. (M-25) Western short-stories 1000 to 8000, novels 40,000 to 75,000, articles up to 6000. 1/4c, Pub.

**Wonder Stories**, (Gernsback) 96 Park Place, New York. (M-25) Exciting, adventure short-stories based on science developments of future up to 8000, novelettes up to 25,000, serials up to 65,000. Articles on science or world of the future up to 5000. H. Gernsback. Up to 1/4c, Pub. (Slow.)

**Yale Review**, Box 1729, New Haven, Conn. (Q-41) Articles on current political, literary, scientific, art subjects, 5000 to 6000. Wilbur Cross. Good rates, Pub.

**Your Book**, Reliance Bldg., Kansas City, Mo. (M-50) Short-stories up to 3000; self-instruction articles in serials. L. R. Hunter. Up to 1c, Acc.

## LIST C

Trade, technical, religious, agricultural, business, educational and other class publications.

### AGRICULTURAL, FARMING, LIVESTOCK

**Breeders' Gazette**, Spencer, Ind. (M-10) Short stories of success in farming under 1000. Livestock articles. S. R. Guard. 1c, photos \$2, Pub.

**Canadian Countryman**, 204 Richmond St., W., Toronto, Agricultural articles, short-stories. 1/4c, Pub.

**Farm and Ranch**, Dallas, Tex. (W-5) Agricultural, livestock articles of the Southwest. Frank A. Briggs. 1/4c to 1c up, Pub.

**Farm Journal**, The, Washington Square, Philadelphia. (M-10) Agricultural, scenic, humorous articles with photos 300 to 600. Overstocked on fiction and verse. Arthur H. Jenkins. First-class rates, Acc.

**Hatchery Tribune**, Mt. Morris, Ill. Illustrated articles on successful selling methods by hatcheries 300 to 500. O. A. Hanke. 1/2 to 2c, Acc.

**Hoard's Dairyman**, Fort Atkinson, Wis. (2M) Dairying interests. W. D. Hoard. Low rates, Pub.

**Iowa Farmer and Corn Belt Farmer**, 422 Court Ave., Des Moines, Ia. (M) Agricultural miscellany. Paul Talbot. Ind., Pub.

**Michigan Farmer**, Detroit, Mich. (Bi-W) Articles 1000 to 2000 on successful farming; occasional serials, short-stories. Milton Grinnell. 1/4c, Pub.

**Ohio Farmer**, 1013 Rockwell Ave., Cleveland, O. (W) Ohio agricultural articles. Walter H. Lloyd. Ind., Pub. Cover photos, \$5 to \$10.

**Poultry Tribune**, Mt. Morris, Ill. (M-10) Illustrated poultry articles 800. O. A. Hanke. 1c up, Pub.

**Successful Farming**, Des Moines, Ia. (M-5) Agricultural miscellany. Kirk Fox. 1c up, Acc.

### ART, PHOTOGRAPHY

**American Photography**, 428 Newbury St., Boston. (M-25) Technical articles on photography. F. R. Frappie. Fair rates, Pub. (Overstocked.)

**Antiques**, 468 4th Ave., New York. (M-50) Authoritative articles on antique collecting 1500 to 2000. Homer Eaton Keyes. 1 1/2 to 2c, Pub.

**Camera**, The, 636 S. Franklin Sq., Philadelphia. (M-25) Practical illustrated articles on photography and amateur cinematography 200 to 2000. Frank V. Chambers. 1/4c, Acc.

**Photo Miniature**, 70 5th Ave., New York. (M-40) Monographs on particular phases of photography 12,000 to 15,000. John A. Tennant. \$50 each, Acc.

#### AUTOMOBILE, AVIATION, BOATING, TRANSPORTATION, HIGHWAYS

**A. A. A. Travel**, Pennsylvania Ave. at 17th St., Washington, D. C. Touring or travel articles, motor, plane, or water, 1500 to 1800; poems. Verva I. Hainer. 1½c, verse 3 to 5c, photos \$3 to \$5, Acc.

**Aero Digest**, 515 Madison Ave., New York. (M) News and features on aviation and air travel. Geo. F. McLaughlin. ½c up, Pub.

**American Motorist**, Pennsylvania Ave., at 17th St., Washington, D. C. Illustrated travel articles vicinity of Washington, D. C., 1800 to 2000; verse. Verva I. Hainer. 1c, Pub.

**Aviation**, 330 W. 42d St., New York. (M-35) News, features on aviation activities, technical articles, photos. Edward P. Warner. Good rates, Pub.

**Aviation Engineering**, 19 W. 47th St., New York. (M) Technical articles on aircraft and aircraft engines.

**Highway Magazine**, Armco Culvert Mfgs. Assn., Middletown, O. (M) Articles on construction, operation, use of roads 800 to 1200. 1c, photos \$1, Acc.

**Marine Journal**, 5 Beekman St., New York, N. Y. (M-25) Distinctive features, marine subjects, 2000; news items. D. H. Primrose. Ind., Acc.

**Motorboat**, 63 Beekman St., New York. (M) Articles of interest to middle-class American motorboat fan-motor installations, interesting characters in boating field, peculiar boats. William B. Rogers, Jr.; William J. Deed, Tech. Ed.; A. E. Heft, Assoc. Ed. Ind., Pub.

**Motorship**, 192 Lexington Ave., New York. (M-35) Articles on use of Diesel engines in ships, data on performance, economy of operation, 2000 to 3000. L. R. Ford. \$10 page, Pub.

**National Aeronautic Magazine**, Dupont Circle, Washington, D. C. (M-35) Travel air magazine. Non-professional aviation articles 2000, illustrations. Wm. R. Enyart. Not buying.

**National Waterways**, Clark Bldg., Pittsburgh, Pa. (M-35) River transportation features, 3000 to 5000, news, fillers, photos. John W. Black. 1c, photos \$2 to \$3, Pub.

**Popular Aviation**, 608 S. Dearborn St., Chicago. (M-25) Popularized aviation, mechanics, inventions, war experiences, true adventures, articles 2500 to 3500; fact items, fillers 100 to 800. B. G. Davis. ½ to 1c, Pub., photos extra.

**Power Boating**, Penton Bldg., Cleveland, O. (M-25) Technical and semi-technical articles on boating subjects. J. G. Robinson. Ind., Acc.

**Rudder**, The, 9 Murray St., New York. (M-35) Illustrated fact articles on cruises, navigation, etc., 3000. Wm. F. Crosby. 1c, photos \$3, Pub. (Overstocked.)

**Western Construction News and Highways Builder**, 114 Sansome St., San Francisco. (2M) Signed articles by civil engineers on western subjects. Howard B. Rose; A. Gilbert Darwin, Mng. Ed. Varying rates.

**Western Flying**, 145 S. Spring St., Los Angeles. (M) Practical, helpful "how to" articles on aviation sales, service, production, or aircraft operation 100 to 2500. R. Randall Irwin. Up to 1c, Pub. (Overstocked.)

#### BUSINESS, ADVERTISING, SALESMANSHIP

**Advertising Age**, 537 S. Dearborn St., Chicago. (W-5) Spot news only, with illustrations. S. R. Bernstein. 1c, Pub.

**Bankers Magazine**, 465 Main St., Cambridge, Mass. (M) Articles on banking methods, advertising, etc. Query. Keith F. Warren. 1c up, Pub.

**Bankers Monthly**, 536 S. Clark St., Chicago. (M-50) Short technical articles from banker's standpoint, preferably signed by banker. John Y. Beaty. Good rates, Pub.

**Barron's**, 44 Broad St., New York. (W-25) Authoritative financial figures 500 to 2500. Hugh Bancroft. Ind., Acc.

**Burrough's Clearing House**, 6071 2d Blvd., Detroit. (M) Query editor on banking features. Herbert Shryer. 1 to 2c. Acc.

**Business Week**, The, 330 W. 42d St., New York. (W-20) Not in the market. Marc A. Rose.

**Commerce**, 1 N. LaSalle St., Chicago. (M-25) Invites queries on business articles from Middle West. Howard R. Smith, Mng. Ed. Rates variable. (Overstocked.)

**Credit & Financial Management**, 1 Park Ave., New York. (M-25) Articles on general credit and financial problems. Chester H. McCall. 1c, Pub.

**Forbes Magazine**, 120 5th Ave., New York. (2M-25) New developments in business and finance—management, selling, merchandising, accounting, etc., 1500 to 2000. B. C. Forbes. High rates, Acc.

**How To Sell**, Mount Morris, Ill. (M-5) News magazine of direct selling. Fact items; stories of individual success in direct selling; 150 to 500. R. C. Remington. ½ to ¾c, Pub.

**Independent Salesman**, 22 E. 12th St., Cincinnati, O. (M-5) Illustrated interviews with and stories about people successful in direct selling. Martin E. Siegel. ½ to 1c, photos \$1, Pub.

**Industrial Relations**, 844 Rush St., Chicago. (M-50) Authentic articles dealing with the study of industrial economy, law, theory, practice and statistics. Invites queries. A. D. Cloud. 1c up, Pub.

**Management Methods**, 330 W. 42d St., New York. (M-35) Articles about office work, profit-making ideas, usually less than 500. Norman C. Firth. 1 to 2c, Acc.

**Nation's Business**, The, 1615 H St., N. W., Washington, D. C. (M-25) Business articles 2500. Merle Thorpe; J. W. Bishop, Mng. Ed. Good rates, Acc.

**Opportunity**, 919 N. Michigan Ave., Chicago. (M-10) Sales interviews; illustrated salesmanship material up to 3500; sales success stories, stimulating short-stories. Roy O. Wiker. 1 to 2c, Acc.

**Postage and Mailbag**, 200 5th Ave., New York. (M-25) Direct-mail advertising articles. John Howie Wright. 1c, Pub. (Overstocked.)

**Printers' Ink**, 185 Madison Ave., New York. (W-10) (Also **Printers' Ink Monthly**-25) Advertising and business articles. John Irving Romer; G. A. Nichols, Mng. Ed. Good rates, Pub.

**Sales Management**, 420 Lexington Ave., New York. (2M) Articles on marketing, national scope, signed by executives. Buys little. Raymond Bill. 1 to 3c, Pub.

**Savings Bank Journal**, 21 E. 40th St., New York. (M-35) Operation, advertising and promotion articles 1500 to 2000. J. C. Young. 1c, Pub.

**Signs of the Times**, P. O. Box 771, Cincinnati. (M-30) Electrical advertising, outdoor advertising and sign articles, illustrated, 1000 to 1500. E. Thomas Kelley. ¾ to 1c, Pub.

**Specialty Salesman Magazine**, S. Whitley, Ind. (Chicago office, 307 N. Michigan Ave.) (M-25) Inspirational articles, 1000 to 3000; small-town, rural human-interest short-stories 3000 to 5000; editorials on direct selling 800; short fact items, news pertinent to field, 100 to 1000. Geo. F. Peabody. ½c up, Acc.

**Trained Men**, 1001 Wyoming Ave., Scranton, Pa. (Q) Articles on industrial problems of interest to foremen, executives, 1000 to 2500, interviews 1000 to 2500. D. C. Vandercook. 1c up, Acc.

**Western Advertising**, 564 Market St., San Francisco. (M-25) Advertising and business articles on Western firms or Western marketing problems 1000 to 2200. Little used from Eastern contributors. Douglas G. McPhee. 1c, Pub.

#### BUILDING, ARCHITECTURE, LANDSCAPING, HOME DECORATING

**American Home**, The, 244 Madison Ave., New York. (M-10) Practical articles pertaining to home, interior decoration, building, gardening, recipes, 1500 to 2000. Mrs. Jean Austin. \$50 per article, Acc.

**Arts and Decoration**, 578 Madison Ave., New York. (M-50) Practical short illustrated home decoration, architecture, garden, antique articles. Mary Fanton Roberts. 1 to 2c, Acc.

**Better Homes and Gardens**, 1714 Locust St., Des Moines, Ia. (M-10) Practical garden, home-making articles 1500. Elmer T. Peterson. 2c up, usual photo rates, Acc.

**Canadian Homes and Gardens**, 143 University Ave., Toronto, Ont., Canada. (M) Canadian home and garden articles 1500 to 2000, photos. J. H. Hodgins. 1c, Pub.

**Country Home**, The, 250 Park Ave., New York. (M-5) Articles on home building, improvement, gardening, farming, general features, 2500, mostly staff written. Toni Cathcart. Good rates, Acc.

**Country Life**, 244 Madison Ave., New York. (M-50) Illustrated gardening, sport, interior decorating, country estate, travel articles 1000 to 1500. Good photos essential. R. T. Townsend. \$50 to \$75 per article, Acc.

**Home & Field**, 572 Madison Ave., New York. (M-35) Articles on gardening, decoration, architecture up to 1500. Stewart Beach. 2½c, Acc.

**House and Garden**, Lexington at 43d, New York. (M-35) Home decoration, landscape articles. Richardson Wright. 1c up, Acc.

**House Beautiful**, 8 Arlington St., Boston. (M-35) Building, furnishing, interior decoration, gardening articles, 1200 to 1500. Ethel B. Power. 1c up, Acc.

**Sunset**, 1045 Sansome St., San Francisco. (M-10) Home-making, garden, vacation, outdoor articles. Western appeal, 1500 to 2500. Buys chiefly from Western writers. Lou F. Richardson; Genevieve A. Callahan. 1c up, verse 25c line, fillers \$1, Pub.

**Town and Country**, 572 Madison Ave., New York. (2M-50) H. J. Whigham. Not in market.

### EDUCATIONAL

**American School Board Journal**, 407 E. Michigan St., Milwaukee, Wis. (M-35) School administration articles 500 to 5000. Photos of children in school activities, new school buildings. Wm. C. Bruce. 1/2c, Pub.

**Grade Teacher**, The, 425 4th Ave., New York. (M-25) Classroom helps. Florence Hale. 1/2c up, Pub. (Overstocked.)

**Industrial Arts and Vocational Education**, 407 E. Michigan St., Milwaukee, Wis. (M-25) Vocational articles. John J. Metz. 1/2c, news 1/4c, Pub. (Overstocked.)

**Instructor**, The, 514 Cutler Bldg., Rochester, New York. (M-25) Educational articles for elementary schools 1800, educational juvenile short-stories 1500, recitations, school plays. Good rates, Acc.

**Journal of Education**, 6 Beacon St., Boston. (M) Stories and articles of class-room experience 1000 to 2000. Isabel R. Lay. \$5 to \$10 per story, Acc.

**Kindergarten Primary Magazine**, 278 River St., Manistee, Mich. (M-10) Articles helpful to kindergarten teachers, on kindergarten methods, child training up to 1500. Occasional short-stories for children up to 500, short verse, playlets, songs, etc. J. L. Keddie. \$1 to \$5 per article, verse 25c to \$1, Acc.

**Practical Home Economics**, 468 4th Ave., New York. (M-20) Educational articles on home economics for teachers 1500 to 2000. Jessie A. Knox. 1/2c, Pub.

**School Activities**, Topeka, Kans. (M-20) Articles on high-school extra-curricular activities 1000, one-act plays for school use, stunts, money-making plans. C. R. Van Nice. 1/4 to 1/2c, Pub.

**School Management**, 114 E. 32d St., New York. (M) Buys only 200-word departmental items. David Bergh. \$1 each, Pub.

**School News and Practical Educator**, Taylorville, Ill. (M-20) Practical articles for grade teachers 1800 to 2800. V. E. Huffer. Low rates, Pub.

### HEALTH, HYGIENE

**Arena and Strength**, 2741 N. Palethorp St., Philadelphia. (M-15) Health, hygiene, exercise, diet, boxing articles. Up to 1c, Pub.

**Forecast**, 6 E. 39th St., New York. (M-25) Scientific discussion of nutrition, child training; news articles on food and health progress 2000 to 3000. Alberta M. Goudiss. 1 to 1 1/2c, Acc.

**Home Digest**, 1235 Book Bldg., Detroit. (M-10) Authoritative health articles, vegetarian, up to 1000. The Wadsworth Co. 2c, Pub.

**Hygeia**, 535 N. Dearborn St., Chicago. (M-25) Health and medical articles and stories for the layman. Dr. Morris Fishbein. 1c up, Pub.

**Journal of the Outdoor Life**, 450 7th Ave., New York. (M-25) Anti-tuberculosis articles, short-stories, experience articles from tuberculosis patients. Philip P. Jacobs. Low rates, Acc.

**Physical Culture**, (Macfadden) 1926 Broadway, New York. (M-15) Health articles, self-told adventures in health. Carl Easton Williams. Good rates, photos \$3 to \$5, Acc.

**Trained Nurse & Hospital Review**, 468 4th Ave., New York. (M-35) Articles on nursing, hospital, public health subjects 800 to 3200. Meta Pennock. 1/3 to 1c, Pub.

### MUSICAL

**Etude Music Magazine**, 1712 Chestnut St., Philadelphia. (M-25) Articles on musical pedagogics 150 to 2000. James Francis Cooke. \$5 column, Pub.

**Metronome**, 113 W. 57th St., New York. (M-35) Instructive articles on playing musical instruments, organizing orchestras, etc., 1000 to 1500. Doron K. Antrim. 1c, Pub.

**Musical America**, 113 W. 57th St., New York. (2-M-20) Music articles 1500 to 2000. A. Walter Kramer. Ind.

**Musical Courier**, 113 W. 57th St., New York. (W) Informational articles of interest to musicians. Leonard Lieblich. 1c, Pub.

**Musician**, The, 113 W. 57th St., New York. Not in the market. Paul Kempf.

**Musical Quarterly**, The, 3 E. 43d St., New York. (Q-75) Musical aesthetics, history articles. Carl Engel. \$4.50 page, Pub.

### RELIGIOUS

**Adult Bible Class Monthly**, 420 Plum St., Cincinnati, O. (M-10) Religious educational articles 300 to 1500, short short-stories 1200 to 1600, verse 2 or 3 stanzas, news of significant Bible class activities 100. Lucius H. Bugbee. 1/2 to 1c, verse \$3 to \$10, photos \$2.50 up, Acc.

**Ave Maria**, The, Notre Dame, Ind. (W-10) Short-stories of religious tone, articles on topics of the day 3000, religious poems not over 16 lines. Juvenile adventure short-stories, serials, religious but not preachy. Rev. Eugene P. Burke, C.S.C. \$3 page, poems \$5, Pub.

**Canadian Messenger**, The, 160 Wellesley Crescent, Toronto, Ont., Canada. (M-10) Short-stories, Catholic atmosphere, 3000; no love stories; articles, Catholic interest, 1000 to 3000. Rev. J. I. Bergin, S.J. 1/2c, Acc.

**Catholic World**, 411 W. 59th St., New York. (M-40) Scientific, historical, literary, art, articles, Catholic viewpoint, short-stories 2500 to 4500, verse. Rev. James M. Gillis, C. S. P. Ind., Pub.

**Christian Advocate**, The, 150 5th Ave., New York. (W-10) Articles, miscellany 1500. James R. Joy. Low rates, Pub.

**Christian Business**, Unity School of Christianity, 917 Tracy Ave., Kansas City, Mo. (M-15) Articles on conducting business on Christian principles, 1000. 1c, Acc.

**Christian Endeavor World**, 41 Mt. Vernon St., Boston. (M-20) Wholesome short-stories up to 2500, preferably 1500 to 1800, serials 8 to 10 short chapters, inspirational articles 1000 to 2000. Carlton M. Sherwood. 1/2c, photos \$1 to \$2, Acc.

**Christian Herald**, 419 4th Ave., New York. (M) Religious, sociological articles; short-stories 1000 to 6000. Varying rates, Acc. (Overstocked.)

**Church Business**, Duplex Envelope Co., Richmond, Va. (Bi-M) Articles with or without illustrations on church plans, programs, etc., up to 800; religious fillers, jokes. Mary A. Cocke. 1 to 2c, jokes \$1, Pub.

**Churchman**, The, 19 E. 47th St., New York. (2M-20) Liberal Christianity articles, verse. Rev. Guy Emery Shieler, Litt. D. No payment.

**Congregationalist**, 14 Beacon St., Boston. (W-10) Religious articles, verse. W. E. Gilroy, D.D. Ind. rates, Pub. (Overstocked.)

**Cradle Roll Home**, The, 161 8th Ave., N, Nashville, Tenn. (Q) Articles for parents of pre-school age children 150 to 800, fact items. Agnes Kennedy Holmes. 1/2c, Acc.

**Living Church**, The, 1801 W. Fond du Lac Ave., Milwaukee. (W) Short illustrated articles on religious and social subjects, Episcopal viewpoint, 1000 to 2000. C. P. Morehouse. \$1.50 column, Acc.

**Lookout**, The, Standard Pub. Co., 8th and Cutter Sts., Cincinnati. (W-5) Articles on Christian education, adult Sunday school work up to 1800, short-stories, wholesome, high-minded appeal, 1500 to 2000, serials up to 12 chapters, 1500 to 2000 each. Photos, upright, 8x10, scenic, human-interest. Guy P. Leavitt. 1/2c, photos \$5, Acc.

**Magnificat**, 131 Laurel St., Manchester, N. H. (M-25) Catholic articles, short-stories, serials, verse. Ind., Acc.

**Miraculous Medal**, The, 100 E. Price St., Philadelphia. (M-10) Articles of Catholic interest 1500 to 2000, clever short-stories 1000 to 3000; verse. Rev. Kieran P. Moran, C.M. 1c, verse 50c line, photos \$1, Acc. (Overstocked.)

**Standard Bible Teacher**, Box 5, Sta. N., Cincinnati, O. (Q-15) Biblical study articles 1500 to 2000. Frederick J. Gielow, Jr. 1/2c, Acc.

**Sunday School Times**, 323 N. 13th St., Philadelphia. (W) Religious articles, verse. Charles G. Trumbull. 1/2c up, Acc.

**Sunday School World**, 1816 Chestnut St., Philadelphia. (M-10) Articles for teachers, superintendents, the home. Arthur M. Baker. 1/2c, Acc.

**Union Signal**, The, Evanston, Ill. (W-5) Short-stories, short serials, on prohibition, law enforcement. \$5 per 1500-word story, Pub.

**Unity**, also **Weekly Unity**, 917 Tracy Ave., Kansas City. (M & W) Christian metaphysical articles 1500 to 2500, religious verse 8 to 24 lines. Charles Fillmore. 1c up, verse 25c line up, Acc.

### SCIENTIFIC, TECHNICAL, RADIO, MECHANICS

**Broadcasting Magazine**, 11 E. 36th St., New York. (M) Radio fan miscellany. Ind.

**Electricity on the Farm**, 24 W. 40th St., New York. (M-10) Actual experience stories, illustrated, on uses of central station electricity on the farm, up to 1000. Fred Shepperd. 1/2c, Pub. (Overstocked.)

**Everyday Science & Mechanics**, (Gernsback) 100 Park Pl., New York. (M-15) Constructional articles up to 2000. H. Gernsback. 1c up, photos \$2 up, Pub.

**Illustrated Mechanics**, 1411 Wyandotte St., Kansas City, Mo. (M-5) Exclusively a home workshop-homecraft magazine featuring "how-to-make-it" articles 500 to 1500. No popular scientific features. E. A. Weishaar. 1/2 to 1c, photos or drawings \$1.50 to \$3, Acc.

**Mechanical Package Magazine**, (Fawcett) 529 S. 7th St., Minneapolis, Minn. (M) Mechanical short items, new wrinkles, "how-to-build" articles. Weston Farmer. 2 to 15c, Acc.



**Modern Mechanix and Inventions**, (Fawcett) 529 S. 7th St. Minneapolis, Minn. (M-10) Popularly illustrated mechanical, scientific, adventure articles up to 2000, fact items with photos. Jack Smalley; Donald Cooley, associate. 2 to 15c, photos \$3 up, Acc.

**Nature Magazine**, 1214 16th St., Washington, D. C. (M-35) Illustrated nature articles 1500 to 2000, no poetry. R. W. Westwood. 1 to 5c, Acc. (Overstocked.)

**Popular Home Craft**, 737 N. Michigan Ave., Chicago. (M) Non-technical articles of interest to the home craftsmen—woodcraft, leathercraft, metalcraft. Pub. (Slow.)

**Popular Mechanics**, 200 E. Ontario St., Chicago. (M-25) Illustrated articles on scientific, mechanical, industrial, discoveries; human interest and adventure elements, 1 to 20 photos, 300 to 2500; fillers up to 250. L. K. Weber. 1 to 10c; photos \$3 up, Acc.

**Popular Science Monthly**, 381 4th Ave., New York. (M-15) Non-technical illustrated articles on scientific, mechanical, labor-saving devices, discoveries, under 2000. 1c up to 10c, \$3 up for photos, Acc.

**Radio Art**, 420 Lexington Ave., New York. (M-25) Material for radio artists, entertainers, business, continuity writers, production managers; brief professional news items. H. P. Brown. 1c up, Pub.

**Scientific American**, 24 W. 40th St., New York. (M-35) Scientific, technical articles popularly presented, discoveries, inventions. O. D. Munn. Ind., Acc. (Overstocked.)

**Universal Model Airplane News**, 125 W. 45th St., New York. (M-15) Model airplane construction articles. Inc.

#### SPORTING, OUTDOOR, HUNTING, FISHING

**American Forests**, 1727 K St., Washington, D. C. (M-35) Popular forestry, outdoor recreation, hunting and fishing articles up to 3000, outdoor and forest photos. Ovid Butler. 1/4c, photos \$1 up, Acc.

**American Golfer**, The, Lexington at 43d Sts., New York. (M-25) Golf articles up to 1500. Grantland Rice. Inc.

**American Rifleman**, The, 816 Barr Bldg., Washington, D. C. (M-25) Authentic illustrated gunsmithing, shooting, ammunition, ballistic articles, hunting stories, preferably 3500. Laurence J. Hathaway. About 1c, Pub.

**American Trapper**, Plymouth, Calif. (M) Short fact stories on trapping 500 to 1500; short items 100 to 200; photos. N. E. Sharp. 1/4c, Acc. or Pub.

**Atlantic Sportsman**, Winston-Salem, N. C. (M-10) Articles and photos dealing with wild life and game fish up to 3000; hunting and fishing stories. A. G. Gordon. 1/3 to 1/2c, photos 50c, Acc.

**Baseball Magazine**, The, 70 5th Ave., New York. (M-20) Baseball articles, verse. F. C. Lane. 1/4 to 1/2c, Pub.

**Field and Stream**, 578 Madison Ave., New York. (M-25) Illustrated camping, fishing, hunting, sportsmen's articles, 2500 to 3000. Ray P. Holland. 1c up, Acc.

**Fur-Fish-Game**, 174 E. Long St., Columbus, O. (M-25) Fishing, hunting, fur-raising articles by practical authorities. A. V. Harding. 1/4 to 1/2c, Acc. (Overstocked.)

**Golf Illustrated**, 425 5th Ave., New York. (M-50) Golf articles. A. C. Gregson. 2c, Pub.

**Hunter-Trader-Trapper**, 386 S. 4th St., Columbus, O. (M-25) Fur-farming, hunting-dog articles, outdoor photos. Otto Kuechler. Ind., Acc. (Overstocked.)

**Michigan Sportsman**, 609 Prudden Bldg., Lansing, Mich. (M) Hunting, fishing, outdoor articles, Michigan setting. Outdoor, humorous short-stories, photos. 1/2 to 2c, Pub.

**National Sportsman**, 75 Federal St., Boston. (M-10) Hunting and fishing articles. Low rates, Pub.

**Outdoor America**, 222 N. Bank Drive, Chicago. (Bi-M-25) Outdoor articles, short-stories, 1500 to 2000. Cal Johnson. Not buying at present.

**Outdoor Life**, Mt. Morris, Ill. (M-25) Articles on hunting, fishing, camping, boating and allied subjects, 2000 to 2500. Harry McGuire. 1c up, Acc.

**Pacific Sportsman**, 550 Sacramento St., San Francisco. (M) Outdoor, fishing, hunting, canoeing, camping articles 500 to 1500; outdoor poetry up to 16 lines. 1/4c, extra for photos, Pub.

**Sports Afield and Trails of the Northwoods**, 302 Hennepin Ave., Minneapolis. (M-15) Outdoor, hunting, winter travel articles, outdoor fiction founded on fact, 2500. Robert C. Mueller. 1/4c, Pub. (Overstocked.)

**Sportsman**, The, 60 Batterymarch St., Boston. (M-50) Articles on special aspects of amateur sports, fox-hunting, polo, yacht racing, tennis, fishing, etc., 1500 to 2500. Ind., photos \$3, Pub.

**Sportsman's Digest**, 22 E. 12th St., Cincinnati, O. (M-10) Illustrated hunting, fishing, trapping experience stories 2000 to 3000. George A. Voegelé. 1/2 to 1c, Pub. (Overstocked.)

**Turf & Sport Digest**, 511 Oakland Ave., Baltimore, Md. (M-35) Articles on sports, horse racing, football, baseball, etc., 1000 to 5000, sport short-stories up to 5000; serials up to 20,000. Edgar G. Horn. 1/4c, Pub.

#### THEATRICAL, MOTION PICTURE, RADIO, "FAN" MAGAZINES

**Billboard**, The, 25-27 Opera Pl., Cincinnati, O. (W-15) Amusement articles, principally on assignment. Does not pay for unsolicited news. A. C. Hartmann, E. E. Sugarman.

**Greater Show World**, 1585 Broadway, New York. (2-M-10) Articles, short-stories, novelettes, fillers, on show people, theatrical business. Johnny J. Kline. 1/4c, Pub.

**Hollywood Magazine**, (Fawcett) 529 S. 7th St., Minneapolis. (M-10) Mainly pictorial. Interviews on assignment. Capt. Roscoe Fawcett. Liberal rates, Acc.

**Modern Screen**, (Dell) 100 5th Ave., New York. (M-10) Photoplay fan material on assignment. Short love fiction, Hollywood background. Ernest V. Heyn. Good rates, Acc.

**Motion Picture Magazine**, 1501 Broadway, New York. (M-15) Articles on motion pictures and stars, usually on assignment. Laurence Reid. Good rates, Acc.

**Movie Classic**, 1501 Broadway, New York. (M-10) Articles on motion pictures and stars, usually on assignment. Laurence Reid. Good rates, Acc.

**Movie Mirror**, (Futura) 8 W. 40th St., New York. (M-10) Motion-picture fan material. Ruth Waterbury. Ind., Acc.

**New Movie Magazine**, (Tower) 55 5th Ave., New York. (M-10) Fan material by arrangement. Hugh Weir. 2c, Acc.

**Photoplay**, 221 W. 57th St., New York. (M-25) Motion picture articles. Kathryn Dougherty. Good rates, Acc.

**Picture Play Magazine**, S. & S. 79 7th Ave., New York. (M-10) Articles 1200 to 1500 of interest to motion picture enthusiasts, usually on assignment. Norbert Lusk. Ind., Acc.

**Radio Stars**, (Dell) 100 5th Ave., New York. (M-10) Fan stories and lives of radio personalities up to 1700. Good rates, Acc.

**Screen Book**, (Fawcett) 529 S. 7th St., Minneapolis. (M-10) Short news articles on popular screen favorites, usually on assignment. Capt. Roscoe Fawcett; Carl A. Schroeder, Assoc.; J. Eugene Chrisman, Western Ed. Liberal rates, Acc.

**Screenland**, 49 W. 45th St., New York. (M-25) Motion picture feature articles. Delight Evans. Fair rates, Pub.

**Screen Play**, (Fawcett) 529 S. 7th St., Minneapolis, Minn. (M-10) Authentic articles of interest to movie fans, usually on assignment. Capt. Roscoe Fawcett; Carl A. Schroeder, Assoc.; J. Eugene Chrisman, Western Ed. Liberal rates, Acc.

**Shadowplay**, 221 W. 57th St., New York. (M) Motion picture material. Wm. T. Walsh.

**Theatre Arts Monthly**, 119 W. 57th St., New York; 2 Ladbroke Rd., London. W. 11, England. (M-50) Theatrical articles 1800 to 2500. Edith J. K. Isaacs. 2c, Pub.

**Theatre Magazine**, 22 W. 48th St., New York. (M-35) Sophisticated articles on the theatre up to 1500. Stewart Beach. 3c, Pub.

**Variety**, 154 W. 46th St., New York. (W-15) Theatrical articles, news. Sime Silverman. Space rates.

#### TRADE JOURNALS, MISCELLANEOUS

**Air Conditioning With Fluid Fuels**, 167 Madison Ave., New York. (M) Short merchandising stories on selling, installing, servicing heating and cooling equipment. Regular correspondents wanted. Paul L. Reed. 30c inch, higher for assigned or special material, Pub.

**American Artisan**, 1900 Prairie Ave., Chicago. (M) Merchandising articles with illustrations on experiences of men in warm-air heating and sheet metal work. J. D. Wilder, \$3.50 to \$10 page, including art.

**American Baker**, The, 118 S. 6th St., Minneapolis. (M-10) Technical articles on baking, illustrated articles on new bakeshops, attractive window photos, merchandising talks. Carroll Michener, Mng. Ed. 1/4c, photos \$1, Acc. (Overstocked.)

**American Druggist**, 57th St. at 8th Ave., New York. (M) Highest type drug merchandising articles. Herbert R. Mayes. High rates, Acc.

**American Hatter**, 1225 Broadway, New York. Trade miscellany. E. F. Hubbard. 1/4c to 1c, photos \$2, Acc.

**American Lumberman**, 431 S. Dearborn St., Chicago. (Bi-W) News and features of lumber and building materials industry. A. L. Ford. \$3.50 column, Pub.

**American Painter & Decorator**, 3713 Washington Blvd., St. Louis. (M) Fact stories on successful painters and decorators "1000. George Boardman Perry. Up to 1c, Pub.

**American Paint & Oil Dealer**, 3713 Washington Blvd., St. Louis. (M) Retail paint selling articles, illustrated. Arthur A. Poss. Good rates, Pub. (Overstocked.)

**American Paper Merchant**, 1911 Conway Bldg., Chicago. (M) News and features regarding paper merchants. Frank C. Petrine, Mng. Ed. 1/4c up, Acc.



**American Perfumer & Essential Oil Review**, 432 4th Ave., New York. (M-30) Technical, scientific articles on perfumes, cosmetics, soaps, etc., articles on merchandising and advertising of same from manufacturer's standpoint; news items on manufacturers. Ind., features, Acc.; news, Pub.

**American Printer**, The, 9 E. 38th St., New York. (M-25) Technical articles for printing plant executives. L. B. Siegfried. 1c up, Pub.

**American Silk & Rayon Journal**, 373 4th Ave., New York. (M-30) Articles on silk, rayon, textile industry 1500 to 3000. H. W. Smith, \$2.50 per column, Pub.

**Amusement Park Management**, 114 E. 32d St., New York. (M-25) Constructive articles on general amusement park operation, with photos. S. Hoffman. 1c, photos \$1.50, Pub.

**Art of Mosaics & Terrazzo**, 400 W. Madison St., Chicago. Articles on use and sale of mosaics and terrazzo work. R. B. Birch, Sr. 1c, photos \$2, Pub.

**Autobody Trimmer and Painter**, 128 Opera Place, Cincinnati. (M-30) Limited market for technical and merchandising articles of trade. John R. Warrington. 1/2c, Pub.

**Automobile Trade Journal & Motor Age**, Chestnut and 56th Sts., Philadelphia. (M) Features based on interviews with successful automobile or equipment dealers. Don Blanchard. 1c up, Pub.

**Automotive Electricity**, 420 Lexington Ave., New York. (M-20) Technical articles on automotive electric and shop equipment, articles on merchandising service and accessories 1200. L. E. Murray. 1c, Pub.

**Automotive Service News**, 223 S. Waverly Drive, Dallas, Tex. (2-M-10) Short news items pertaining to local trade associations of auto repair men, tire and battery men, gas and oil retailers, etc. C. C. Hayley. 1c, Pub. (Overstocked.)

**Bakers' Helper**, 330 S. Wells St., Chicago. (2-M-25) Business-building plans for bakers, technical articles, chiefly supplied by staff. V. E. Marx. 35c inch (73 words), Pub.

**Bakers Weekly**, 45 W. 45th St., New York. (W) News correspondents in principal cities. Albert Klopfer. 1c, Pub.

**Bakers Review**, 25 W. Broadway, New York. (M) Successful merchandising plans of bakers, technical articles of trade. A. Smit. 20c inch, Pub.

**Beach and Pool**, 114 E. 32d St., New York. (M-25) Illustrated articles on swimming and beach operation, management, swimming pool design, construction, sanitation, etc., 1000. 1c up, photos \$1.50 up, Pub. (Overstocked.)

**Beautician Magazine**, 152 W. 42d St., New York. (M) Articles of interest to beauty shop owners and operators, 1000. Henrietta Helston. 1c, Pub.

**Black Diamond**, The, 431 S. Dearborn St., Chicago. (Bi-W-20) Practical method articles in the coal field. A. T. Murphy. 1/2c up, Pub.

**Boot & Shoe Recorder**, 239 W. 39th St., New York. (W-25) "Success" stories from retail shoe stores; news. Regular correspondents. Arthur D. Anderson. 1c, Pub.

**Boys' Outfitter**, 175 Fifth Ave., New York. (M) Interviews with boys' department buyers. Regular correspondents. Ivan Block. 25c column inch, Pub.

**Brick & Clay Record**, 59 E. Van Buren St., Chicago. (M) News and features of brick and clay industry. Regular correspondents. H. V. Kaepfel, Mng. Ed. 1c up, Pub.

**Building Maintenance**, 407 E. Michigan St., Milwaukee. (Bi-M) Upkeep and management articles. H. James Larkin. 1c, photos \$1, Acc.

**Building Operation**, 250 Park Ave., New York. (M-25) Articles on management and maintenance of office, apartment and loft buildings, of interest to building owners, managers, brokers, architects, 2000. A. D. Karten. 1c, Pub.

**Building Supply News**, 59 E. Van Buren St., Chicago. (M) News and merchandising features of lumber and building materials dealers. Query, H. K. Taylor. 1c, Pub.

**Bus Transportation**, 330 W. 42d St., New York. (M-25) Practical bus operation articles 2000, 2 or 3 photos. C. W. Stocks. 1/2c, Acc. News items, first 100 words 2c, bal. each item 1/2c, Pub.

**Casket & Sunnyside**, 487 Broadway, New York. (2M) Interviews with morticians on mortuary management. Seabury Quinn. 1/2c, Pub.

**Ceramic Industry**, 59 E. Van Buren St., Chicago. (M-25) News items pertaining to pottery, glass, enamel plants, executives, sales campaigns, production activity. H. V. Kaepfel, Mng. Ed. 1c, Pub.

**Chain Store Age**, 93 Worth St., New York. (M-35) Feature articles on special assignment only. Godfrey M. Lebar. About 1/2c, Pub.

**Chain Store Links**, 10 S. 18th St., Philadelphia. Articles on training clerks for chain store organizations. H. A. G. Erlichman. Pub.

**Chain Store Management**, 180 N. Michigan Ave., Chicago. (M-25) Technical merchandising articles covering

food store displays, promotional methods, etc., 500. Walter B. Martin. 1/2c, Pub.

**Cleaning and Dyeing World**, 1697 Broadway, New York. (W) Technical articles, merchandising, advertising, window display, success stories. A. R. Kates. About 1/2c, Pub.

**Commercial Car Journal**, Chestnut and 56th St., Philadelphia. (M-40) Articles on servicing and operating methods of large truck fleet operators, 1500. George T. Hook. Variable rates, Pub.

**Concrete Products**, 542 S. Dearborn St., Chicago. (Bi-M) Articles on manufacture, marketing and uses of precast concrete products, 500 to 1500, illustrated. Harold O. Hayes. \$10 page, Pub.

**Confectioners Journal**, 437 Chestnut St., Philadelphia. (M-35) Articles on wholesale and retail manufacturing candy business and candy jobbing. Eugene Pharo. Up to 1c, Acc. (Overstocked.)

**Corset & Underwear Review**, 1170 Broadway, New York. (M) News of and interviews with department buyers and owners of specialty shops. Louise Campe. 1c, Pub.

**Corsets & Brassieres**, 267 Fifth Ave., New York. (M) Query on department or specialty shop features. J. H. Bowman. 1/2c, Pub.

**Cracker Baker**, The, 45 W. 45th St., New York. (Chicago office, 360 N. Michigan Ave.) (M-20) One or two-page stories pertaining to biscuits and crackers, or the industry; plant write-ups; sales stories; practical or technical articles; human interest and success stories of men in industry. L. M. Dawson. 30 to 50c inch, Pub.

**Dairy Products**, 110 N. Franklin St., Chicago. (2M-15) Limited market for illustrated features on distribution and merchandising of dairy products. C. S. Paton. Up to 1c, Pub.

**Dairy World**, 608 S. Dearborn St., Chicago. (M-10) Merchandising and reduced-production cost articles of proved merit; also, articles on new or remodeled dairy plants (milk, ice cream, butter, cheese, dairy by-products) 500 to 2000, with photos or ads. E. C. Ackerman. 1c, ads \$1, photos \$1 to \$3, Pub.

**Diesel Power**, 192 Lexington Ave., New York. (M) Articles on oil engine uses. Lacey H. Morrison. 1c, Pub.

**Distribution and Warehousing**, 249 W. 39th St., New York. (M-30) Articles dealing with public warehouse problems. Kent B. Stiles. 1/2c up, photos \$2, Pub.

**Domestic Engineering**, 1900 Prairie Ave., Chicago. (M) Plumbing and heating trade merchandising and technical articles. 1c, Pub.

**Draperies and Decorative Fabrics**, 420 Lexington Ave., New York. (M-35) Authenticated articles on selling and advertising decorative fabrics, photos. W. H. MacCleary. 1c, photos \$3, Pub.

**Druggists' Circular**, The, 12 Gold St., New York. (M) Druggist success articles. G. K. Hanchett. Ind., Pub.

**Drug Topics**, 330 W. 42d St., New York. (M-25) Merchandising articles 1500, describing how druggist-name and address given—sold more merchandise, saved money. Dan Rennick. Good rates, photos \$3, Pub.

**Drug Trade News**, 330 W. 42d St., New York. (Bi-W) News of manufacturers in drug and toilet goods fields. Dan Rennick. Ind.

**Dry Goods Economist**, 239 W. 39th St., New York. (M-25) Articles of specific interest to department store field, up to 1200. C. K. MacDermut, Jr., Mng. Ed. 1/2c, photos \$2, special rates on best material, within 30 days after acceptance.

**Editor & Publisher**, 1700 Times Bldg., New York. (W-10) Daily newspaper trade articles, news items. Marlen E. Pew. \$2 col. up, Pub.

**Electrical Dealer**, 360 N. Michigan Ave., Chicago. (M) Illustrated articles reflecting unusual operations in retailing domestic electrical goods or radio by any sort of store. Queries answered. \$10 page (1200 words), Acc.

**Electrical Record**, 110 W. 42d St., New York. (M-25) Articles on merchandising of electrical appliances by contractor-dealers, power companies, department stores, electrical specialty distributors; installations, news of manufacturers. Leslie H. Allen. Good rates, Pub.

**Electrical West**, 883 Mission St., San Francisco. (M-25) Articles on methods of improving sale of electrical merchandise by dealers and contractors, unusual electrical installations involving special technique. William A. Cyr, Assoc. Ed. 1/2 to 1c, Pub.

**Electrical Wholesaling**, 520 N. Michigan Ave., Chicago. (M-15) Largely staff-written. Query editor on possible features. E. T. Rowland. Good rates, Pub.

**Electric Refrigeration News**, 550 Maccabees Bldg., Detroit. (W-10) How-to-do-it stories about unusually successful dealers, distributors, and salesmen of electric refrigerators; informative articles on installations and servicing of refrigeration machines; timely news; human interest photos. George F. Taubeneck. 1c, Pub. (Buying little.)

- Enamelist**, 2100 Keith Bldg., Cleveland, O. (M) Technical or semi-technical articles dealing with porcelain enamel, and stove manufacturing processes. R. A. Weaver. Write J. K. Gillett for latest rates.
- Excavating Engineer**, S. Milwaukee, Wis. (M-25) Semi-technical articles on excavation by power shovel, drag-line dredge, clam shell, excavating contracts, open pit mining, quarry, drainage, etc., 500 to 2000. Arnold Andrews. 1c, photos \$1, Pub. Query.
- Feed Bag**, The, 210 E. Michigan St., Milwaukee. (M-25) Details of actual merchandising successes of feed dealers (describe methods; quote figures) 750 to 1000. David K. Steenbergh. 1c, Pub.
- Feedstuffs**, 118 S. Sixth St., Minneapolis, Minn. (W-5) Articles on merchandising, cost accounting, general business practices, applicable to the feed trade. Carroll K. Michener. ½c, Acc. (Overstocked.)
- Film Daily**, 1650 Broadway, New York. (D) News of industry. J. W. Alicote.
- Florists Exchange and Horticultural Trade World**, The, 448 W. 37th St., New York. (W-15) Trade material in florist and nursery fields. Write before submitting. E. L. D. Seymour, Assoc. Ed. ½c up, Pub.
- Food Field Reporter**, 330 W. 42d St., New York. News concerning activities of manufacturers of food and grocery products. Dan Rennick. 1c, Pub.
- Ford Dealer and Service Field**, 407 E. Michigan St., Milwaukee. (M-25) Ford trade articles preferably under 1000. H. James Larkin. 1c, Acc.
- Ford Dealers News**, 117 W. 61st St., New York. Ford trade articles. C. C. Pearsall, Mng. Ed. ½c up, Pub.
- Furniture Age**, 2225 Herndon St., Chicago. (Bi-M-\$1) Illustrated articles 500 to 1500. J. A. Gary. 1c, photos \$2, Pub.
- Furniture Manufacturer**, 200 N. Division Ave., Grand Rapids, Mich. Manufacturer and factory superintendents' stories of all phases of factory production, cabinet room, machinery, finishing, 500 to 1500. A. C. Saunders. 1c, photos \$2 up, Pub.
- Furniture Record and Journal**, 200 N. Division Ave., Grand Rapids, Mich. (M-30) Shorts on merchandising, advertising, of bedding and radios, electrical appliances, housewares, floor coverings, departments of furniture stores, 200 to 600. Milton Samson. 6/10c, photos \$2 to \$5, Pub.
- Gas Age-Record**, 9 E. 38th St., New York. (W) Articles and news of gas companies; interviews with public utility heads. H. O. Andrew. 1c, Pub.
- Giftwares & Decorative Furnishings**, 250 5th Ave., New York. (M) Illustrated articles on operating gift art shops, 500 to 1200. Lucile O'Naughlin. 1c, photos \$2.50 to \$5.
- Good Hardware**, 79 Madison Ave., New York. (M-20) Short illustrated articles about successful hardware dealers or outstanding merchandising plans, not over 500. Ralph F. Linder. 1 to 2c, Acc.
- Grocery Trade News**, 79 Madison Ave., New York. (M) Tabloid newspaper of trade. Regular correspondents. Carl W. Dipman. Ind., Pub.
- Heating, Piping and Air Conditioning**, 1900 Prairie Ave., Chicago. (M-50) Articles on heating, piping and air conditioning for all larger structures, including hotels, apartments, hospitals, schools, stores, office buildings, industrial plants, mostly by engineers. C. E. Price. Good rates, Pub.
- Hide and Leather**, 300 W. Adams St., Chicago. (W-15) Technical tannery articles 1000 to 10,000. Watterson Stealey. 1c, Pub.
- Home Ware (supplement to Retail Ledger)**, 1346 Chestnut St., Philadelphia. (M) Merchandising articles of interest to buyers and managers of home ware departments of larger department and shopping-centre furnishing stores, "ghost-written" preferred, 600 to 1000. K. C. Clapp. Signed articles, 1½c up; unsigned 1c; photos \$3 up, Acc.
- Hotel Management**, 222 E. 42d St., New York. (M-25) Hotel financing, maintenance and operation articles, business building ideas, 100 to 2500. J. S. Warren. 1c up, Acc.
- Hotel Monthly**, 950 Merchandise Mart, Chicago. News and features. Pub.
- Hotel World-Review**, 222 E. 42d St., New York. (W-5) Query editor on hotel news and features. A. M. Adams. ½ to 1c, Acc.
- House Furnishing Review**, 1170 Broadway, New York. (M) News and features from housewares and electrical appliance departments. Julien Ellenbein. 1c, Pub.
- Ice Cream Field**, 461 8th Ave., New York. (M-25) Illustrated business-building articles for wholesale ice cream plants 750 to 1500. W. H. Hooker. ½c up, photos 50c to \$1, Acc.
- Ice Cream Review**, 501-515 Cherry St., Milwaukee. (M-25) E. K. Slater. (Out of market.)
- Ice Cream Trade Journal**, 171 Madison Ave., New York. (M-25) Convention reports (on order); articles on management, manufacturing, distribution and sales activities of specific wholesale ice cream companies 500 to 2000. Harry W. Huey. 1c, Pub.
- Ice & Refrigeration**, 435 N. Waller Ave., Chicago. (M-35) Ice making, cold storage, refrigeration articles and news. J. F. Nickerson. Ind., Pub.
- Industrial Finishing**, 802 Wulsin Bldg., Indianapolis, Ind. (M-20) 100-1500 articles of interest or value to users of finishing materials, equipment, supplies in factories. W. H. Rohr. ¾ to 1c, Pub.
- Industrial Retail Stores**, Provident Bank Bldg., Cincinnati. (M-20) Merchandising articles and success stories on "company store" operations, 500 to 1000. Hull Bronson. ½c, Pub.
- Industrial Woodworking**, 802 Wulsin Bldg., Indianapolis, Ind. (M-10) Articles of interest or value to managers of woodworking departments or factories 100 to 1500. W. H. Rohr. ¾ to 1c, Pub.
- Inland Printer**, 205 W. Wacker Dr., Chicago. (M-40) Constructive articles on production, selling, management problems of printing industry. J. L. Frazier. Ind., Pub.
- International Blue Printer**, 431 S. Dearborn St., Chicago. (M-30) Illustrated technical articles on blue printing, photo copying, mechanical and construction engineering, 2000 or less. Glen Edwards. 1c, photos \$1, Pub.
- Jewelers' Circular**, 239 W. 39th St., New York. (M-25) Storekeeping, merchandising articles for retail jewelers, important news of jewelry trade. T. Edgar Willson. 1c to 2c, Pub.
- Keystone**, The, 1505 Race St., Philadelphia. (M) Well-written articles on jewelry store management and merchandising 750 to 2000; news of jewelry trade. 1 to 2c, news 30c inch up, photos \$1.50 to \$4, Pub. (Overstocked.)
- Laundry Age**, 1478 Broadway, New York. (M-25) Specific requirements on request. Correspondents. J. M. Thacker. Ind., Pub.
- Laundryman's Guide**, Reed Bldg., Atlanta Ga. (M-50) Articles on merchandising, advertising, production, selling, management, delivery fleets maintenance, layout of production line, etc., in modern steam laundries 750 to 1800, general news items 50 to 400. H. S. Hudson, Ed. ½c to 1c, photos 50c to \$1, Pub.
- Linens & Domestics**, 1170 Broadway, New York. (M-10) Trade and feature articles on linen goods and domestics, interior or window display photos. Julien Ellenbein. 1c, photos \$1 to \$3, Pub.
- Magazine of Light**, The, Nela Park, Cleveland, O. (Bi-M-20) 1000-word feature articles of unusual lighting installations; merchandising articles. J. L. Tugman. 1c, Acc.
- Manufacturing Jeweler**, The, 42 Weybosset St., Providence, R. I. (2M-10) Material staff-prepared or obtained through special arrangement. W. Louis Frost. ½c, Pub.
- Meat Merchandising**, 105 S. 9th St., St. Louis. (M) Practical merchandising articles of trade. No grocery interviews. John L. Hoppe. ¾c, Acc.; 1c, Pub. (Overstocked.)
- Men's Wear**, 8 E. 13th St., New York. News and features on men's wear departments or stores. H. J. Waters. Good rates, Pub.
- Merchandising Ice**, 435 N. Waller Ave., Chicago. (M-25) Articles on sales plans, advertising displays and developments related to ice-using equipment. J. F. Nickerson. ½ to 1c, Pub.
- Milk Dealer**, The, 501-515 Cherry St., Milwaukee. (M-25) Problems related to preparing milk for distribution, selling and delivering. E. K. Slater. ½c, Pub. (Out of market.)
- Mill & Factory**, 420 Lexington Ave., New York. (M-35) Write editor for detailed instructions to contributors. Hartley W. Barclay. 2 to 10c, usually Acc.
- Millinery Trade Review**, 1225 Broadway, New York. (M-50) Millinery trade miscellany. Charles Steinecke, Jr. ½ to 1c, photos \$2, Pub.
- Modern Packaging**, 425 4th Ave., New York. (M-35) Illustrated articles on package production and merchandising, on assignment only. D. E. A. Charlton. 1 to 4c, Pub.
- Modern Stationer**, 250 5th Ave., New York. (M-25) Illustrated dealer stories. David Manley. 1c, photos \$2.50, Pub.
- Mortuary Management**, 500 Sansome St., San Francisco. (M-50) Articles on management problems in the funeral field. Wm. Berg. ½ to 1c, Pub.
- Motion Picture Herald**, 1790 Broadway, New York. (W) Only authoritative material of interest to motion-picture exhibitors in conduct of business. Terry Ramsaye. Pub.
- Motor Service**, 549 W. Washington Blvd., Chicago. (M) Garage technical and management articles. A. H. Packer. Good rates, Acc.

**Motorcyclist, The**, 706 Union League Bldg., Los Angeles. (M) Illustrated motorcycling touring stories and short-short fiction. Howard B. Rose. 20c inch up, Pub.

**Motor Freight**, 431 S. Dearborn St., Chicago. (Bi-M) News and features on motor truck organizations and maintenance. R. S. Torgerson. 1c, Pub.

**Music Trades**, 113 W. 57th St., New York. (M) News and features of trade. H. P. Knowles. Low rates, Pub.

**Music Trade News**, 1697 Broadway, New York. (M-20) Illustrated articles on retailing sheet music, band instruments. Albert R. Kates. 1/2c up, Pub.

**Music Trade Review**, 420 Lexington Ave., New York. (M) Stories on successful music dealers. B. B. Wilson. Low rates, Pub.

**National Bottlers' Gazette**, 233 Broadway, New York. (M-50) Features of interest to the soft-drink bottling trade. W. B. Keller, Jr. \$7.50 page, Pub.

**National Butter and Cheese Journal**, 5th and Cherry Sts., Milwaukee. (2-M) E. K. Slater. (Out of market.)

**National Carbonator & Bottler, Reed Bldg.**, Atlanta, Ga. (M-10) Illustrated articles on business building methods for bottled soft drink plants, in actual use, 750 to 2000; news items 50 to 100. H. S. Hudson; C. B. Wilmer, Jr., Assoc. Ed. 1/2c to 1c, photos 50c to \$1, Pub.

**National Cleaner & Dyer**, 305 E. 45th St., New York. (M-25) Success stories, technical salesmanship articles. Roy Denney. Fair rates, Pub. (Overstocked.)

**National Clothier**, Merchandise Mart, Chicago. (M) Short merchandising ideas, occasional features. Allen Sinheimer. 1/2c, Pub.

**National Jeweler**, 536 S. Clark St., Chicago. (M-25) Limited market. Strictly merchandising subjects, illustrated. 250 to 500. Francis R. Bentley. 1/2 to 1c, Acc.

**Northwestern Confectioner**, 707 N. Broadway, Milwaukee. (M-20) Business articles featuring retail, jobbing, manufacturing confectioners 1000 to 1500. G. B. Kluck. Fair rates, Pub.

**Northwestern Miller**, 118 S. 6th St., Minneapolis, Minn. (W-5) Technical articles on flour milling industry, emphasis on merchandising. Query first. Carroll K. Michener, Mng. Ed. 1/2c, Acc.

**Office Appliances**, 417 S. Dearborn St., Chicago. (M) Articles on selling office equipment. Evan Johnson, Ed. 30c inch, Pub.

**Optometric Weekly**, 5 N. Wabash Ave., Chicago. Optometric profession and trade miscellany. Ind. rates.

**Pacific Bottler**, 853 Howard St., San Francisco. (M) News and features of Western bottlers with photos. Clyde Lightbody. 1c, Pub.

**Pacific Drug Review**, Woodlark Bldg., Portland, Ore. (M-25) Articles on drug merchandising, window and inside display, advertising. F. C. Felter. Low rates, Pub.

**Packing & Shipping**, 30 Church St., New York. (M-25) Items of interest to transportation, railways, motor trucking, warehouses, on packing, handling, distribution, loss and damage in shipping, etc., 1000. C. M. Bonnell, Jr. 1/2 to 1c, photos 50c to \$1, Pub.

**Paper Selling**, 1911 Conway Bldg., Chicago. (M-10) Creative, aggressive paper and paper products salesmanship articles up to 1200. Frank C. Petrine. 1/2c up, Acc.

**Petroleum Age and Service Station Merchandising**, 500 N. Dearborn St., Chicago. (M) Articles on merchandising and distribution of petroleum products and automobile accessories, details of successful marketing businesses. Pub.

**Petroleum Marketer, The**, 3301 Buffalo Drive, Houston, Tex. (M-20) Articles on merchandising and management from experience of petroleum jobbers. Grady Triplett. 1c up, Acc.

**Picture and Gift Journal**, 537 S. Dearborn St., Chicago. (M) Illustrated merchandising articles on gift and picture shops. C. Larkin. About 1/2c, Pub.

**Plumbing & Heating Trade Journal**, 515 Madison Ave., New York. (M-20) Articles covering special merchandising activities of successful plumbing and heating contractors, 1000. J. F. Koellisch. Good rates, Pub.

**Power**, 330 W. 42d St., New York. (M-35) Technical articles on power generation up to 1500, by engineers or power executives. \$10 to \$12 page, 1200 words, Pub.

**Power Plant Engineering**, 53 W. Jackson Blvd., Chicago. (M-25) Articles on power plant operation, appliances and use 500 to 1500. Arthur L. Rice. 6/10c, Pub.

**Printing**, 41 Park Row, New York. (M-25) Printing plant and sales management articles up to 1500, trade news of employing printers in plants. Charles C. Walden, Jr., Ed.; Ernest F. Trotter, Mng. Ed. 30c inch, photos 1/2 space rates, Pub.

**Progressive Grocer**, 79 Madison Ave., New York. (M-20) Illustrated idea articles 100 to 200, grocery trade articles 1200 to 1500, photos. Ralph F. Linder. 1 to 2c, Acc.

**Publishers' Weekly, The**, 62 W. 45th St., New York.

(W-20) Articles about and of interest to the booktrade, 1500 to 2000. Frederic G. Melcher. 1c, Pub.

**Radio Merchant**, 420 Lexington Ave., New York. Features on merchandising of radios by radio and music dealers 1000. V. E. Moynahan. 1c, photos \$2, Pub.

**Railway Mechanical Engineer**, 30 Church St., New York. (M) Railroad shop kinks, photos. Roy V. Wright. 50c inch, Pub.

**Refrigerated Food News**, 550 Maccabees Bldg., Detroit. (M-10) Articles on application of refrigeration to foods; technical articles on behaviour of specific foods under refrigeration; news concerning quick-frozen foods, commercial refrigeration sales organizations, new developments in food products, etc. Geo. F. Taubeneck. 1c, Pub.

**Refrigerating World**, 25 W. Broadway, New York. (M) Articles on ice merchandising, ice air-conditioning systems, technical articles of trade. Roland Chamberlain. 20c inch, Pub.

**Refrigeration**, 711 Glenn St., Atlanta, Ga. (M-50) Name and fact stories on ice refrigeration and merchandising of ice and ice refrigeration. Hal Reynolds. \$4 column, Pub.

**Restaurant Management**, 222 E. 42d St., New York. Articles, 1000 to 1500, telling how leading operators are increasing profits. Ray Fling. 1/2 to 5c, Acc.

**Retail Bookseller**, 55 5th Ave., New York. (2-M-10) Articles of practical interest to booksellers and rental library proprietors, 1500 to 2500. Francis Ludlow. 1c, Acc.

**Retail Furniture Selling**, 222 N. Bank Drive, Chicago. (M-15) Short fact items on furniture merchandising. Feature articles usually only on assignment. K. A. Ford. 1c, ads 50c, photos \$2 plus photographer's bill on ordered photos, Pub.

**Retail Ledger**, 1346 Chestnut St., Philadelphia. (M-15) Articles on various phases of retailing—advertising, delivery, credits, salesmanship, etc., 800 to 1000. Special attention to home furnishings. John Guernsey. 1 to 1 1/2c, photos \$3, Acc.

**Retail Tobacconist**, 117 W. 61st St., New York. (2M-15) Articles on business methods of successful tobacconists 500 to 1500. H. P. Patrey. 1/2c, Pub.

**Rock Products**, 542 S. Dearborn St., Chicago. (M) Articles on cement, lime, gypsum, quarries, sand and gravel plant operations, etc. Ind., Pub.

**Seed Trade News**, 60 W. Washington St., Chicago. (W) Seed news only. N. C. Helms. 1/2c, Pub.

**Seed World**, 325 W. Huron St., Chicago. (2M) Articles on growing and merchandising seeds. W. L. Oswald. 1/2c, Pub.

**Shoe Factory**, 300 W. Adams St., Chicago. (M-15) Technical articles on shoe manufacturing, news items of factories. 1/2c, Pub.

**Shoe Repair Service**, 702 Commercial Bldg., St. Louis, Mo. (M-Gratis) Constructive trade articles 250 to 1500, verse on shoe repairing 1 to 4 stanzas, fact-items, fillers 50 to 100, jokes. A. V. Fingulin. 1/2 to 1 1/2c, Pub.

**Soda Fountain, The**, Graybar Bldg., New York. (M-15) Illustrated articles on business-building methods for soda fountains, soda lunches. John R. Ward. 1c, Pub. (Overstocked.)

**Southern Funeral Director**, 711 Glenn St., Atlanta, Ga. (M-25) Articles of interest to southern morticians. Hal Reynolds. \$8 page, Pub.

**Southern Hardware**, 1020 Grant Bldg., Atlanta, Ga. (M-15) Illustrated articles on management and merchandising methods in southern hardware stores. 1c up, Pub.

**Southwestern Bottler**, 401 Milam Bldg., San Antonio, Tex. (M-10) Practical merchandising articles based on interviews with specific bottlers in New Mexico, Oklahoma, Louisiana, and Arkansas. Ruel McDaniel. 1/2c up, Pub.

**Spice Mill, The**, 106 Water St., New York. (M-35) News and articles on tea, coffee, condiments and flavorings. Limited market for brief articles. C. S. Sewell. 1/2 to 1c, Pub.

**Sporting Goods Dealer**, 10th and Olive Sts., St. Louis, Mo. (M) Illustrated reviews on merchandising, store arrangement, news. C. T. Felker. 1/2c up, Pub.

**Sporting Goods Journal**, 139 N. Clark St., Chicago. (M) Specific feature articles describing successful cost-reducing programs; photos. Ames A. Castle. 1/2c up, Pub.

**Starchroom Laundry Journal**, 415 Commercial Sq., Cincinnati, O. (M-25) Feature articles on laundry business, 1000. J. N. Wheeler. 1/2 to 1c, Pub.

**Steward, The**, 131 W. 41st St., New York. (M-20) Articles on food, with recipes, written for hotel, club, restaurant, stewards and chefs. Nat. T. Worley. Ind., Acc.

**Styles and Selling**, 310 Sansome St., San Francisco. (M) Style information and definite selling ideas used successfully by Western stores. D. L. Newman. 20c inch, photos \$2, Pub.

**Syndicate Store Merchandiser**, 951 Broad St., Newark, N. J. (M-20) Articles on 5-and-10c store merchandising, displays up to 1000. Beverland M. Ramsey. 1c up, Pub.



**Tires Magazine**, 420 Lexington Ave., N. Y. (M-25) Merchandising and servicing articles on tire retailers and service station operators 1500 to 2000. Jerome T. Shaw.  $\frac{3}{4}$  to 1c, news items 25c inch, fillers  $\frac{1}{2}$ c, photos \$2, Pub.

**Toilet Requisites**, 250 Park Ave., New York. (M-35) Verified interviews with drug or department store buyers or higher executives concerning toiletries retailing in cities 25,000 or over. Photos. No general stories. Keep under 1200. S. G. Swift. 1c, Acc.

**Trunks & Leather Goods—Handbag Modes**, 542 S. Dearborn St., Chicago. (M) Successful merchandising plans of trunk and leather goods dealers, department stores and ladies' handbag departments, also ladies' gloves, belts and costume jewelry accessories. Unusual window displays and interior department layouts. Cyril Reinstatler. 1c up, Pub.

**Voluntary Chain**, The, 114 E. 32d St., New York. (M) Constructive articles for heads of voluntary organizations, 1000 to 2000. 1c, photos \$2, Pub.

**Western Confectioner and Ice Cream News**, 853 Howard St., San Francisco. (M-35) News and features of Western candy, ice cream, fountain trade. Russell B. Tripp. Fair rates, Pub. (Overstocked.)

**Western Hotel Reporter**, 681 Market St., San Francisco. (W-15) Illustrated articles of interest to hotel and restaurant men, 1500. Jay G. Hilliard. 20c inch, Pub.

**Western Machinery and Steel**, 500 Sansome St., San Francisco. (M) Regular correspondents. Query editor on features. Ind., Pub.

**Western Plumbing & Heating Journal**, 2124 S. Vermont Ave., Los Angeles. (M) Trade news and features from west of the Rockies. John B. Reeves. 1c, Pub.

**Western Wood Worker and Furniture Factory**, 71 Columbia St., Seattle, Wash. (M-20) Articles on wood-working plant operations, illustrated interviews with plant managers and superintendents, western locale, 1000. Nard Jones.  $\frac{1}{4}$  to 1c, Pub. (Overstocked, except on interviews with factory executives.)

**Wholesale Druggist**, 330 W. 42d St., New York. (M) Concrete drug business articles concerning bona fide wholesale druggists. Jerry McQuade. 1c up, Pub.

**Wood Construction**, Xenia, O. (2-M-15) News articles on retail lumber and building supply dealers, based on specific interviews. Findley M. Torrence. \$10 page, including art, Pub.

## LIST D

### Juvenile and Young People's Publications

**Ambassador**, The, Baptist Sunday School Board, 161 8th Ave., N., Nashville, Tenn. (W) Ages 13 to 17. Wholesome short-stories, boy and girl characters, 2000 to 3000. Travel, biographical, practical articles 2000 with illustrations; verse. Noble Van Ness; Novella Dillard Preston.  $\frac{1}{2}$ c, poems \$1 to \$2.50, Acc.

**American Boy**, The, 550 Lafayette Blvd., Detroit, Mich. (M-20) Older boys' interests. Adventure, sport, detective-mystery short-stories. George F. Pierrot. About 2c up, Acc.

**American Girl**, 670 Lexington Ave., New York. (M-15) Ages 12 to 17. Girl Scouts publication. Action short-stories 3500 to 4500; articles by arrangement. Miss Margaret Mochrie. 1c up, Acc.

**American Newspaper Boy**, 15 W. Fifth St., Winston-Salem, N. C. (M) Short-stories of adventure, inspiration, modern newspaper carrier boy heroes, 2000. Bradley Welfare. \$10 each, Acc.

**Anchor Magazine**, The, 7714 64th St., Glendale, N. Y. (M-10) Organ of Junior Naval Militia organization; boys 10 to 18. Adventure, mystery, fictionized history, sea, etc., short-stories 2200 to 2600. Articles on seamanship, aviation, hobbies, cramp-craft, etc., 1200 to 1600. John L. Scherer.  $\frac{1}{2}$  to 1c, Pub.

**Boy Life**, Standard Pub. Co., 9th and Cutter Sts., Cincinnati. (W) Medium ages. Short-stories 2000, serials, articles, miscellany. 1/3c up, Acc.

**Boys and Girls**, Methodist Pub. House, 810 Broadway, Nashville, Tenn. (W) Boys and girls up to 12. Short-stories 600 to 1000, short serials, verse, occasional brief articles on nature, science, things-to-do. Mrs. W. B. Ferguson.  $\frac{1}{2}$ c, Acc.

**Boy's and Girl's Comrade**, Gospel Trumpet Co., 5th and Chestnut, Anderson, Ind. (W) Ages 9 to 15. Character and educational articles 500 to 1500, wholesome short-stories 1000 to 2000, serials 5 to 15 chapters, verse 2 to 6 stanzas, fact items. L. Helen Percy. \$2 to \$2.50, photos 25c to \$1, Pub.

**Boys' Comrade**, Christian Bd. of Pub., 2712 Pine St., St. Louis. (W) Ages 13 to 17. Short-stories 2000, serials, illustrated articles 100 to 1500, verse, miscellany. Glenn McRae. \$3 to \$4 per M., Acc.

**Boys' Life**, 2 Park Ave., New York. (M-10) Boy Scouts publication, ages 14 to 18. (Outdoor adventure, sport, achievement short-stories, preferably 2000 to 3000, serials up to 30,000, articles up to 2000. James E. West. 2c up, Acc. (Overstocked.)

**Boys' World**, D. C. Cook Pub. Co., Elgin Ill. (W) Boys 13 to 17. Short-stories 2200 to 2500, serials 4 to 6 chapters, 2200 each, scientific, success articles up to 300, occupation articles 150 to 500, successful boys, curiosity, scientific news items, miscellany. Fiction 1c up; articles, fillers  $\frac{1}{2}$ c up, Acc.

**Catholic Boy**, The, Midway Brokerage Bldg., St. Paul, Minn. (M) Boys, 11 to 18. Wholesome action short-stories, 2000 to 2500; serials. J. S. Gibbons. Low rates, Pub.

**Challenge**, The, Baptist Sunday School Board, 161 8th Ave., N., Nashville, Tenn. (W) Young people, 17 years up. Adventure, achievement short-stories 1500 to 2500, serials 2 to 12 chapters 2000 each; descriptive, biographical, travel articles up to 2000; verse. Hight C. Moore; Noble Van Ness.  $\frac{1}{2}$ c, verse \$1 to \$2.50, Acc.

**Child Life**, Rand, McNally & Co., 536 S. Clark St., Chicago. (M-35) Ages 2 to 12. Short-stories, miscellany up to 1800. Marjorie Barrows.  $\frac{1}{2}$  to 1c, Pub. (Overstocked.)

**Christian Youth**, 327 N. 13th St., Philadelphia. (W) Teen ages; interdenominational. Wholesome short-stories with Christian teaching and uplift 2000 to 2200; fillers, nature, fact, how-to-make-it articles 300 to 1000. Bible puzzles. Charles G. Trumbull; John W. Lane, Asso. \$10 a story, fillers \$1 to \$4, puzzles 50c to \$1, Acc.

**Classmate**, Methodist Book Concern, 420 Plum St., Cincinnati. (W-5) Young People 18 to 24. Wholesome short-stories 2500 to 3500, serials 30,000 to 40,000, illustrated articles 1000 to 2500, fact items 200 to 1000, verse. A. D. Moore. Fillers  $\frac{1}{2}$ c up, fiction 1c up, verse \$5 to \$10, Acc.

**Dew Drops**, D. C. Cook Pub. Co., Elgin, Ill. (W) Children 5 to 8. Short-stories 900 to 1000, short articles, editorials 250 to 300, verse up to 12 lines. Fiction 1c up; articles, fillers  $\frac{1}{2}$ c up, Acc.

**Epworth Herald**, 740 Rush St., Chicago. (W-5) Articles on youth's activities 1000 to 1200, religious essays 200 to 300, short-stories 1000 to 1500, serials 20,000 to 30,000; nature, religious verse up to 20 lines. W. E. J. Gratz.  $\frac{1}{2}$ c, verse 15c line, photos \$3 to \$5, Acc.

**Epworth Highroad**, Methodist Pub. House, 810 Broadway, Nashville, Tenn. (M) Young people, 16 to 24. Short-stories 2500 to 4000; serials, 4 to 8 chapters; illustrated articles 1000 to 1800; short poems. R. L. Hunt; Mrs. Rowena Ferguson.  $\frac{1}{2}$  to 1c, verse 25c line, Acc.

**Everygirl**, Lyon at Ottawa, Grand Rapids, Mich. (M-15) For Camp Fire girls. Short-stories 2000 to 3000, serials 12,000 to 15,000; articles on sports, camping, parties, handicraft. Marta K. Sironen.  $\frac{1}{2}$ c, photos \$1, Pub.

**Forward**, Presbyterian Bd. of Christian Education. Witherspoon Bldg., Philadelphia. (W) Boys and girls, 18 to 23 years. Short-stories 3000, serials not over 8 chapters of 3000 each; illustrated articles 700 to 1000, fillers 150 to 400. John T. Faris. Up to  $\frac{1}{2}$ c, Acc.

**Friend**, The, United Brethren Pub. House, Dayton, O. (W) Boys' and girls' moral, educational short-stories 1000 to 2500; serials 5 to 8 chapters; informational, inspirational articles 100 to 800, short verse. J. W. Owen. \$1 to \$5 per story, poems 50c to \$2, Acc.

**Front Rank**, The, Christian Bd. of Pub., 2710 Pine St., St. Louis, Mo. (W) Young people, teen ages, Moral short-stories 2000 to 2500, serials 20,000 to 25,000, verse, miscellany. O. T. Anderson. \$3 to \$4 per M., Acc.

**Girlhood Days**, Standard Pub. Co., 9th and Cutter Sts., Cincinnati, O. (W) Girls 12 to 18. Out-of-door short-stories 1800 to 2000, serials, miscellany. 1/3c up, Acc.

**Girls' Circle**, Christian Bd. of Pub., 2712 Pine St., St. Louis. (W) Girls 13 to 17. Short-stories 2500, serials 9 to 10 chapters, articles 100 to 2000, poems up to 20 lines. Frances Woolery. \$3 to \$4 per M., Acc.

**Girls Companion**, D. C. Cook Pub. Co., Elgin, Ill. (W) Girls 13 to 17. Short-stories 2000 to 2500, serials 2 to 6 chapters 2200 each, illustrated occupation articles 150 to 1000. Inspiration material 100 to 500. Fiction 1c up; articles, fillers  $\frac{1}{2}$ c up, verse 10c line, photos \$1 to \$3, Acc.

**Girl's World**, Am. Baptist Pub. Society, 1701 Chestnut St., Philadelphia. (W) Ages 13 to 16. Wholesale action short-stories 2500, serials of 2500-word chapters. Informative articles 200 to 800, photos. Owen C. Brown. \$4.50 to \$5 per M, Acc.

**Haversack**, The, Methodist Pub. House, 810 Broadway, Nashville, Tenn. (W) Boys, 12 to 17. Short-stories 2000 to 3500, serials 4 to 10 chapters, miscellany,  $\frac{1}{2}$ c up, Acc.

- John Martin's Book**, 300 4th Ave., New York. (M-50) Children up to 12. Informative articles up to 2000, little tot short-stories 1000 to 1200, short stories of fact, romance, fancy for older children up to 2000; adventurous serials, boy and girl appeal, 6 chapters of 2500; short and narrative verse, handicraft and activity articles, continuity jokes. John Martin; Helen Waldo, assistant. 1 to 3c, verse 25c line up, Pub.
- Junior Christian Endeavor World**, 41 Mt. Vernon St., Boston. (M-5) Short-stories 1500; items on current events, history, travel, Bible, children's organizations, etc., 100 to 500; illustrations. Serials, 6 to 8 chapters, 1500 each. Stanley B. Vandersall. 1/4c, Acc.
- Junior Home for Parent and Child**, 1018 S. Wabash Ave., Chicago. (M-25) Juvenile short-stories, "how-to-make" articles up to 1500; miscellany. Bertha M. Hamilton. 1c, Pub. (Slow.)
- Junior Joys**, Nazarene Pub. House, 2923 Troost Ave., Kansas City, Mo. (W) Boys and girls 9 to 12. Mabel Hanson. Not in market.
- Junior Life**, Standard Pub. Co., 9th and Cutter Sts., Cincinnati. (W) Children 8 to 12. Short-stories, serials, verse. 1/3c, Acc.
- Junior World**, Christian Bd. of Pub., Beaumont and Pine Sts., St. Louis. (W) Children 9 to 12. Short-stories 500 to 3000, serials 8 to 12 chapters, poems up to 16 lines, informative articles 200 to 600. Hazel A. Lewis. \$3 to \$4 per M, Acc.
- Junior World**, Am. Baptist Pub. Society, 1701 Chestnut St., Philadelphia. (W-8) Children 9 to 12. Short-stories up to 2500, serials 2500-word chapters, miscellany. Owen C. Brown. \$5 per M, Acc.
- Little Folks**, The Augustana Book Concern, Rock Island, Ill. (W) Religious material, children 5 to 8. Mrs. Edith Cling Palm, Hector, Minn. Low rates, Pub.
- Lutheran Boys and Girls**, Lutheran Pub. House, 1228 Spruce St., Philadelphia. (W) Ages 9 to 14. Short-stories, articles. Low rates, Acc.
- Lutheran Young Folks**, Lutheran Pub. House, 1228 Spruce St., Philadelphia. (W) Boys and girls over 14. Illustrated descriptive articles, short-stories 3000 to 3500, serials 6 to 12 chapters. Fair rates, Acc.
- Mayflower**, The, (Pilgrim Press) 14 Beacon St., Boston. (W) Children under 9. Short-stories 300 to 700, verse. Fair rates, Acc.
- Olive Leaf**, Augustana Book Concern, Rock Island, Ill. (W) Boys and girls, 8 to 12. Religious stories 500, verse 8 to 12 lines. Rev. J. Helmer Olson, 3309 Seminary Ave., Chicago. 1/4 to 1/2c, Pub.
- Onward**, 8 N. 6th St., Richmond, Va. (W-3) Young People. Character building short-stories, serials, short articles, editorials, verse. Miss Clarabel Williams. \$3 to \$5 per M., Acc.
- Open Road for Boys**, 130 Newbury St., Boston. (M-10) Boys' interests. Aviation, sport, adventure, humorous short-stories 2000 to 3500, serials up to 40,000, articles 1000 to 1500. Clayton H. Ernst. Up to 1c, Acc. and Pub.
- Our Little Folks**, United Brethren Pub. House, Dayton, O. (W) 4 to 9 years. Short-stories 300 to 600. J. W. Owen. Up to 1/4c, Acc.
- Picture Story Paper**, 420 Plum St., Cincinnati, O. Children 4 to 8. Short-stories 300 to 800, verse. 1/4 to 1c, Acc.
- Picture World**, Am. Sunday School Union, 1816 Chestnut St., Philadelphia. (W) Children under 12. Short-stories 400 to 900, verse. \$5 per M, verse 50c stanza, Acc.
- Pioneer**, The, Presbyterian Bd. of Christian Education, 420 Witherspoon Bldg., Philadelphia. (W) Boys 12 to 15. Short-stories 2500 to 3000, serials 6 to 8 chapters 2500 each, illustrated articles 800 to 1000. John T. Farris. Articles up to 1/2c, stories \$12 up, photos 50c to \$2, Acc.
- Play Mate**, 3025 E. 75th St., Cleveland, O. (M-15) Boys and girls about 12. Mystery, adventure short-stories 1000 to 2500, serials by arrangement; few fairy tales, humorous or imaginative verse. Esther Cooper. 1 to 3c, verse 25c line, Acc.
- Portal**, Methodist Book Concern, 420 Plum St., Cincinnati. (W-2) Wholesome action short-stories 1500 to 3000, serials 20,000 to 25,000, vocational, project articles on assignment only, editorials. Wilma K. McFarland. 1c, verse \$5 to \$10, Acc.
- Queen's Gardens**, Presbyterian Bd. of Christian Education, Witherspoon Bldg., Philadelphia. (W) Girls 12 to 15. Short-stories 2500 to 3000, serials 6 to 8 chapters, 2500 each; illustrated travel, nature, biography, history, handicraft articles 800 to 1000, also 300 to 500; verse. John T. Farris. Articles up to 1/2c, stories \$12 up, Acc.
- Ropeco Magazine**, Rogers, Peet & Co., 842 Broadway, New York. (M-Free) Boys 5 to 17. Adventure, animal, boy-interest short-stories, articles, jokes, miscellany. Miss L. F. Roth. 1/4c, Acc.
- Sentinel**, The, 161 8th Ave., N., Nashville, Tenn. (W-5) Girls and boys 9 to 12. Short-stories, biographical, historical, scientific, discovery articles with illustrations 500 to 1000. Novella Dillard Preston; Noble Van Ness. 1/2 to 1/4c, Acc.
- Shining Light**, Gospel Trumpet Co., 5th and Trumpet Sts., Anderson, Ind. (W-5) Children 5 to 9. Moral, character-building, religious short-stories 500 to 1000; nature, religious verse; photos of nature, children. L. Helen Percy. \$2 to \$2.50 M, Pub.
- St. Nicholas**, 580 5th Ave., New York. (M-25) Boys and girls, 8 to 16. Distinctive action short-stories up to 3500, serials by commission, brief amusing verse. Vertie A. Coyne. 1c up, verse 25c line, Acc.
- Stories**, Presbyterian Bd. of Pub., 420 Witherspoon Bldg., Philadelphia. Primary children. Character-building short-stories 500 to 800. 1/4c, verse 5 to 15c line, Acc.
- Storyland**, Christian Bd. of Pub., Beaumont and Pine Sts., St. Louis, Mo. (W) Children under 9. Short-stories 300 to 1000, poems 4 to 12 lines, simple puzzles. Hazel A. Lewis. \$3 to \$4 per M, Acc.
- Storytime**, Baptist Sunday School Bd., 161 8th Ave., N., Nashville, Tenn. (W) Children 4 to 8. Short-stories 200 to 600, articles 100 to 300. Overstocked with verse. Agnes Kennedy Holmes. 1/4c, Acc.
- Story World**, Am. Baptist Pub. Soc., 1701 Chestnut St., Philadelphia. (W) Very little children. Short-stories 300 to 600; verse. 1/4c, Acc.
- Sunshine for Little People**, Nazarene Pub. House, 2923 Troost Ave., Kansas City, Mo. (W) Little folks' miscellany. Mabel Hanson. Ind., Acc. (Overstocked.)
- Target**, Methodist Book Concern, 420 Plum St., Cincinnati. (W-2) Boys 9 to 15. Short-stories 1500 to 3000, serials of character development 20,000 to 30,000, articles with photos 1200 to 1800, editorials 300 to 700, verse 8 to 20 lines, fact items, fillers, 200 to 500. Alfred D. Moore. 1/2 to 1 1/2c, verse \$2.50 up, Acc.
- Torchbearer**, The, M. E. Church So., 810 Broadway, Nashville, Tenn. (W) Girls 12 to 17. Short-stories 2500 to 3500, serials 2 to 10 chapters, articles 1000 to 2000; verse. Rowena Ferguson. 1/4c up, Acc.
- Watchword**, The, United Brethren Pub. House, Dayton, O. (W) Short-stories 1500 to 3000, serials for young people, miscellany. E. E. Harris. \$1.50 to \$2 per M, Acc.
- Wee Wisdom**, Unity School of Christianity, 917 Tracy Ave., Kansas City, Mo. (M-15) Children 6 to 12. Constructive animal stories, no killing. Jane Palmer. Low rates, Acc.
- What To Do**, D. C. Cook Pub. Co., Elgin, Ill. (W) Boys and girls 9 to 13. Short-stories 2500, serials 4 chapters 2500 each, informative articles 1200 to 1500, editorials up to 800. Helen Miller Stanley. Fiction 1c, articles, fillers 1/4c, Acc.
- Young Crusader**, The, 1730 Chicago Ave., Evanston, Ill. (M-3) Children's paper of W. C. T. U. Temperance, health, character-building articles and short-stories up to 1500. Katharine P. Crane. Moderate rates, Pub. No payment for verse.
- Young Israel**, 3 E. 65th St., New York. (M-10) Children under 16. Short-stories, articles of Jewish interest, 1200 to 2000, verse. Elsa Wehl. Under 1c, verse \$5, Acc.
- Young People**, Amer. Baptist Pub. Soc., 1701 Chestnut St., Philadelphia. (W-2) 17 years up. Character-building short-stories 2500, serials of ten 2500-word chapters, illustrated articles up to 2000, miscellany. Owen C. Brown. About 1/4c, poems \$1 up, photos 25c up, Acc.
- Young People**, The, Augustana Book Concern, Rock Island, Ill. (W) Articles and stories, Christian ideals for children 11 to 16. Dr. Geo. A. Fahlund, 533 Crescent, N. E., Grand Rapids, Mich. Low rates, Acc.
- Young People's Friend**, Gospel Trumpet Co., 5th and Chestnut Sts., Anderson, Ind. (W) Educational articles, 1000 to 1500, short-stories 1200 to 2500, serials 5 to 15 chapters, verse 3 to 8 stanzas. L. Helen Percy. \$2 to \$3 per M, verse 5c line, Pub.
- Young People's Paper**, 1816 Chestnut St., Philadelphia. (W) Late teen ages. Feature and inspirational articles under 1500, short-stories up to 3000, serials 13,000, \$4 to \$5 per M, Acc.
- Young People's Weekly**, D. C. Cook Pub. Co., Elgin, Ill. (W) Ages 17 to 25. Short-stories 3000, serials 4 to 6 chapters of 3000, illustrated articles on curiosities, science; success stories, miscellany. Helen Miller Stanley. Fiction 1c, articles 1/4c, photos \$1 to \$3, Acc.
- Youth**, Unity School of Christianity, 917 Tracy Ave., Kansas City, Mo. (M-15) For youthful persons of all ages. Solution of problems from standpoint of Christ teachings. Short-stories 1500 to 3500, articles 500 to 1500, poetry 4 to 16 lines. Ernest C. Wilson. 1c up, verse 25c line up, Acc. (Overstocked.)
- Youth's Comrade**, The, Nazarene Pub. House, 2923 Troost Ave., Kansas City. (W) Boys and girls, high-school ages. Not in market.
- Youth's World**, Am. Baptist Pub. Co., 1703 Chestnut St., Philadelphia. (W-5) Boys, teen ages. Short-stories 2500, serials 2500 each chapter, articles, editorials, handicraft, fact items, photos. Owen C. Brown. Up to 1/4c, Acc.

# THE AUTHOR & JOURNALIST'S LITERARY MARKET TIPS

GATHERED MONTHLY FROM AUTHORITATIVE SOURCES

*Nick Carter Magazine*, 79 7th Ave., New York, is a new detective magazine added to the Street & Smith list. This monthly will feature a book-length novel dealing with the exploits of the famous detective against modern crooks, presumably written to order. In addition, half a dozen short-stories and other features will be purchased. The special need is for short-stories of detective action, with police or private detectives as the heroes, although any police officer or amateur detective is acceptable if the story is good. John L. Nanovic, editor of *Shadow Magazine*, is editor. Rates paid for material will be 1 cent a word on acceptance.

*Doc Savage Magazine*, 79 7th Ave., New York, is a new adventure magazine launched by Street & Smith under the editorship of John L. Nanovic. This monthly will feature a book-length novel of the adventures of Doc Savage and five companions, presumably written to order. In addition, however, it will offer a market for a half dozen short-stories of adventure setting, emphasizing action, in lengths not over 6000 words, shorter preferred. Payment is at 1 cent a word on acceptance.

*Detective Story Magazine*, 79 7th Ave., New York, is discontinuing serials. Dorothy Hubbard, associate editor, writes: "Our new word length is from 10,000 to 15,000 words for novelettes; shorts preferably not over 5000 words. We are especially in need of the novelette length at present." This magazine pays rates of 1 cent a word or better on acceptance.

*Ten Detective Aces* is a new magazine replacing *Detective-Dragnet* as one of the group published by Magazine Publishers, Inc., 67 E. 44th St., New York. A. A. Wyn, editor, writes that the new magazine will use "dramatic detective and mystery stories with a sinister note. Woman interest is welcome but not necessary. Length requirements: Novelettes, 10,000 to 15,000 words; shorts, 3000 to 5000; short shorts, 1500 to 2000 words. A flat rate of \$25 each will be paid for short shorts; for other material the rate is from 1 to 2 cents per word, on publication." Other magazines of this group are *Flying Aces*, using air-war Western Front yarns with strong, dramatic plot; *Sky Birds*, same requirements as *Flying Aces*, with an occasional foreign adventure air story; *Western Trails*, using strongly plotted Western adventure yarns with mystery and romance. These magazines use occasional appropriate articles of a few hundred words each for fillers.

*College Humor* and *Real Detective*, formerly at 1050 N. La Salle St., Chicago, have been taken over from John M. Lansinger by new publishers and are now edited from 1300 Paramount Bldg., New York. West F. Peterson is editor of *Real Detective*, succeeding Edwin Baird, who is now editor of the new magazine, *Real America*, launched by Mr. Lansinger at the Chicago address. Requirements of *Real America* were published in our February issue.

*Cosmopolitan*, 57th St. at 8th Ave., New York, asks for shorter material than formerly. Its present need is for "powerful, emotional fiction of universal appeal," writes Burt MacBride of the editorial department.

*School Management*, 114 E. 32nd St., New York, will no longer offer a market for article material. George J. Hecht, president, writes: "Our new editorial policy is to digest from other sources the most helpful information on school administration, etc. The only original material we shall publish will be in our two departments, 'Projects and Programs for Parent-Teacher Associations' and 'How Other Schools Do It.' Contributions for these departments should be about 200 words in length and should be as definite and practical as possible. \$1 each is paid on publication. Please also note that Clyde C. Miller is no longer editor. David Bergh is now the managing editor."

*The American Boy*, 550 Lafayette Blvd., Detroit, Mich., is buying normally in the fiction field, writes E. G. Rodger, fiction editor. "We're most interested in sport and detective-mystery short-stories." Rates are now 20 per cent under 2 cents a word and up, on acceptance. No non-fiction is needed at the present time.

*The Family Circle*, 101 Park Ave., New York, issued weekly and edited by Harry H. Evans, offers a market for clean, light love and humorous short-stories of 3000 to 4000 words, payment for which is made on publication at \$35 each. No serious or dramatic stories are used, unless exceptionally well written.

*Rangeland Love Stories*, 155 E. 44th St., New York, companion magazine to *Ranch Romances*, is using stories of different lengths than formerly. Novelettes should now be not more than 15,000 words in length, and short-stories may contain from 3000 to 5000 words. Serials should contain 35,000 words and be written so that they can be run as four-part stories. Payment is at about 1 cent a word on acceptance.

*All Detective* and *All Western*, fiction magazines of the Dell group at 100 5th Ave., New York, have abandoned the 5-cent price and advanced to 10 cents. They offer an open market at this time, their special requirements having been listed in our February issue.

*Game Stories*, 22 E. 12th St., Cincinnati, Ohio, has returned to its former title of *Sportsman's Digest*. It is overstocked at present.

*Love Mirror*, 8 W. 40th St., New York, has reduced its length requirements for emotional love stories to from 2000 to 6000 words for short-stories and 12,000 to 15,000 for novelettes. Payment is at good rates on acceptance.

Magazines of the Popular Publications group, 205 E. 42nd St., New York, consisting of *Battle Aces*, *Battle Birds*, *Daredevil Aces*, *Dime Detective Magazine*, *Dime Mystery Book*, and *Dime Western Magazine*, will be paying on publication for approximately two months, writes Harry Steeger, editor. After that time, they expect to be back on a pay-on-acceptance basis. Rates are 1 cent a word up.

*All-Story*, 280 Broadway, New York, writes that it will not be in the market until summer for serials or verse. It is using emotional love-stories, told from the heroine's viewpoint, in lengths from 4000 to 7000 words, and novelettes of 10,000 to 12,000 words. Payment is at good rates on acceptance.



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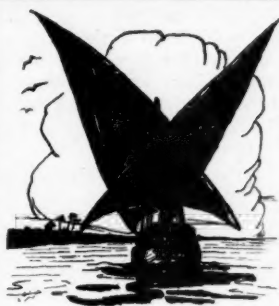
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*The Parents' Magazine*, 114 E. 32nd St., New York, writes: "We are not at present in the market for fiction, because we publish so little of it and have in our files enough to take care of us for the next six months, but we are interested in seeing articles dealing with health, education, child psychology, and kindred subjects." Rate of payment is 1 cent a word, up, on acceptance.

*Child Life*, 327 N. 13th St., Chicago, is now paying on publication.

*Scribner's Magazine*, 597 5th Ave., New York, uses articles principally dealing with contemporary social and economic questions, writes Alfred Dashiell, managing editor. "A great deal of our material is bought as a result of discussion and correspondence."

*Blah*, 216 Metropolitan Bank Bldg., St. Paul, Minn., writes that owing to the loss suffered when the General Magazine Distributing Corp. went bankrupt, it "has been compelled to defer payment for material in the December issue." Payment for other issues has been made on schedule, it is claimed.

*True Confessions*, 529 S. 7th St., Minneapolis, Minn., "will be an active market during 1933 for stories and articles," writes Jack Smalley, managing editor. "While rates are lower by half a cent, we offer this advantage to contributors: There is never an over-supply of manuscripts in the office." Rates are now 1½ cents a word on acceptance.

*Broadway and Hollywood "Movies"*, 1450 Broadway, New York, is reported as slow in paying for and reporting on material. A contributor states that some of his cartoons appearing in the December issue have not been paid for and that no attention is paid to inquiries.

*The American Magazine*, 250 Park Ave., New York, is no longer in the market for sketches for its "Interesting People" department. It offers a market for worth-while short-stories and for articles based on personalities and articles of opinion from authoritative sources. Good rates are paid on acceptance.

*Shining Light*, 5th and Trumpet Sts., Anderson, Ind., is a magazine of the Gospel Trumpet Co., edited by L. Helen Percy for children from 5 to 9 years of age. It uses short-stories of 500 to 1000 words having religious, moral, or character-building value; nature and religious verse, and photos of nature and children. Payment is at from \$2 to \$2.50 per thousand words on publication.

*Railroad Stories*, 280 Broadway, New York, Freeman H. Hubbard, editor, writes: "We need well-plotted dramatic stories about electric railroads especially—can never get enough of them." Rates are now 1¼ cents a word up, on acceptance.

*Play Mate*, Cleveland, Ohio, at the present time "is particularly interested in humorous or imaginative verse and good short-stories, 1000 to 2500 words, of mystery or adventure," writes Esther Cooper, editor. "These should be suited to the reading requirements of boys and girls about 12 years of age." Rates paid are 1 to 3 cents a word on acceptance; verse 25 cents a line.

*Top Notch*, 79 7th Ave., New York, is a very limited market at present, writes Ronald Oliphant, editor.

*Everygirls*, Lyon at Ottawa Sts., Grand Rapids, Mich., is now paying on publication. Rates are ½ cent a word.

*Vanity Fair*, 420 Lexington Ave., New York, offers a market for unusual and rare photographs of living celebrities. Good rates are paid on acceptance.

*Underworld* has moved from 22 W. 28th St. to 551 5th Ave., New York.

The New Idea Publishing Co., 7 W. 22nd St., New York, which announced itself as in the market for fiction for a new series of 5-cent pulp magazines, has indefinitely postponed its plans. All manuscripts are reported to have been returned.

*The Anvil*, R. R. 4, Moberly, Mo., is announced as a new quarterly of radical poetry and prose, edited by Jack Conroy, with Walter Snow as associate editor. It offers no payment for material. The magazine supplants *The Rebel Poet*, which has been discontinued.

*True Detective Mysteries*, and *Master Detective*, 1926 Broadway, New York, of the Macfadden group, furnish intending contributors with detailed instruction material, prepared by John Shuttleworth, editor. These magazines have a system whereby correspondents may file "case cards" on stories which they think will interest the editor, and no story should be submitted until such case card has been filled out and acknowledged. Among important points to be remembered in preparing material are that no story should be longer than 7000 words, unless it is impossible to keep within this limit, when it should be prepared as a two-part story of 12,000 to 14,000 words. No fiction is used. The magazines are devoted to stories of sensational crime cases which have the elements of mystery and detective work, also preferably the "woman element." Unsolved crimes cannot be used unless they have unusual merit. A police or official by-line is required, with written consent of the official for its use. The basic rate is 1½ cents a word, on acceptance, photos \$1 to \$5 each.

*American Forests*, 1727 K St., N. W., Washington, D. C., deprecates the trend of submitted material toward "rewrites" of old material, especially government and state bulletins. Erle Kauffman, assistant editor, advises: "There is no place in our magazine for this sort of material, inasmuch as every bulletin issued by government or state, and practically every development release, comes across the desks of the editors, and all story values are developed by the staff or assigned to special writers. There is, however, a very definite market here for material dealing with forest recreation, including camping, hunting, fishing, and exploration; forest or tree achievement embracing the field of human appreciation, economic development, and educational activities. Articles must, however, be original, accurate, and well written. We pay at the rate of ½ cent a word and up, on acceptance."

Greeting Card Market News: A. M. Davis Co., 530 Atlantic Ave., Boston, "Buying only exceptional Everyday material." Mary E. Johnson, editor. . . . Hall Bros., Inc., Grand Ave. and Walnut at 26th, Kansas City, Mo., in the market for sentiments and ideas for Valentine, Easter, and Everyday cards. C. C. Culp, editor. . . . Gospel Trumpet Company, Anderson, Ind., buys Christmas greetings of a religious nature. Temporarily out of market. Pays 50 cents a line. . . . Jessie H. McNicol, 18 Huntington Ave., Boston, writes that she is interested in Birthday and Convalescent verses, and in Christmas verses of the "real idea" type suitable for cards to retail at 25 cents. . . . Julius Pollak & Sons, Inc., announce their removal to 141-155 E. 25th St., New York. H. Trauring, editor. . . . Rust Craft Publishers, Inc., 1000 Washington St., Boston, are buying Christmas verses. Fred W. Rust, editor. . . . Quality Art Novelty Co., Inc., Everready Bldg., Thompson Ave. and Manley St., Long Island City, N. Y., is in the market for Easter, Mother's Day, Birthday and Everyday verses. Letterhead of this company also carries the names of the Newman Publishing Co. and the Perfection Art Co.

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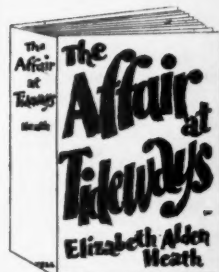
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*Rapid-Fire Western Stories* and *Rapid-Fire Detective Stories*, formerly issued from 409 Pearl St., New York, and consisting principally of reprint material from Clayton magazines, have now been taken directly into the Clayton group and will hereafter be published from 155 E. 44th St., New York. John DuBarry, editor of *Ace High*, is at the helm. A third magazine of the group, *Rapid Fire Action Stories*, has been discontinued. Mr. DuBarry writes: "These magazines have heretofore been reprints, but they are now in the market for some new material, and will gradually use less reprint stuff. The prime qualification for material for these two books will be action. Plot, characterization, color, and style must be shaped to make the story what the title of magazine indicates—rapid-fire. Both will use novelettes of 10,000 to 15,000 words and short-stories of 5500 words or less. *Rapid-Fire Western* will use cow-country, mining, and other purely Western themes, presented as if of the present-day, and avoiding obvious historical angles. Both present and past, however may be dealt with in vivid articles of 2000 words or less. *Rapid-Fire Detective* will use police, crook, mystery-adventure, and all other crime themes, handled in straightforward action manner. Stories of pure deduction aren't wanted. Articles, of the same length as those for the Western magazine, should deal with present times. Rates will be low, but reports will be prompt and payment made on acceptance."

*Sky Fighters*, 122 E. 42nd St., New York, in addition to using short-stories and novelettes of the air type, is in the market for true features, writes Wm. L. Mayer, editor. Rates are 1 cent a word up, on acceptance.

Reports that *Thrilling Adventures*, of the "Thrilling" group, 570 7th Ave., New York, was suspending, are contradicted in later communications. N. L. Pines, publisher of this magazine, as well as *Thrilling Detective* and *Thrilling Love Magazine*, is reported to have a new Western magazine under preparation. The bulk of material for this group is written by a limited group of staff writers. For free-lance material found acceptable, rates are understood to be ¾ cent a word or less, on acceptance.

The Chemeketa Players, Salem, Ore., a little theatre organization, desire to consider as yet unproduced three-act comedies, farces, or comedy-dramas, with a single simple scene-set and not more than twelve well-balanced characters. Plays must have amusing situations, plenty of logical action, sparkling lines, brisk dialogue, strong curtains and a worth-while theme. Material may be racy but not vulgar. For available scripts, a royalty arrangement will be made with the author. Address Perry Reigelman, director, 940 Mill St., Salem, Ore.

*Your Book*, Reliance Bldg., Kansas City, Mo., is announced as a new monthly magazine edited by L. R. Hunter, who writes: "A writer who thinks he can write a series of self-instruction on any subject not requiring heavy illustrating may write us with a chance of creating interest and receiving an assignment. We may buy one short-story a month not exceeding 3000 words in length. Must be a real story—mystery, adventure, or anything other than mushy romance. No 'success' stories, confessions, serials, or any kind of writing other than that indicated. Payment is on acceptance at a rate of 1 cent a word or less."

*Bunk*, 155 E. 44th St., New York, the Clayton humorous magazine, buys eighty cartoons with gag-lines each month at \$10 each on acceptance. These, according to the editors, are mostly from artists who call with sketches. It also uses one brief story and one one-act play, of about 2500 words, paying at 1 cent a word.

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*Dean's Survey*, 309 S. Ninth St., Louisville, Ky., which called for material for a contemplated publication for newsboys, has been the subject of complaint from a number of writers who submitted manuscripts but have been unable to get a report upon them, or answers to letters of inquiry. A communication from the Louisville Board of Trade states that Jas. A. Humphreys, Jr., sponsor of this publication, may now be reached in care of the Jenne-Hardy Co., 233 E. Walnut St., Louisville.

*Nickel Western* and *Nickel Detective*, 537 S. Dearborn St., Chicago, edited by Samuel Bierman, are not in the market for material at present, owing to the surplus on hand due to the suspension of *Two Gun Magazine* and *Crime Mysteries*.

*The Technocrats' Magazine*, 529 S. 7th St., Minneapolis, and *Technocracy Review*, 96 Park Place, New York, are new magazines, devoted to the subject indicated. They are issued respectively by the Fawcett Company and the Gernsback Publications. Articles, apparently, are largely staff-written in both cases.

*Left Front*, 1475 S. Michigan Ave., Chicago, is announced as a new magazine to be issued as the organ of the John Reed Club of Chicago. It welcomes short-stories, poems, sketches, critical essays, and book reviews, from the Marxian point of view. Its purpose is to act as the vanguard of the American proletarian issue. Whether payment will be made for material is not stated.

*Clues*, 155 E. 44th St., New York, detective magazine of the Clayton group, finds it difficult to get "good horror stuff," writes T. R. Hecker, editor. He adds that present needs are for short-stories and novelettes in as wide a variety as possible. No articles are wanted at present, except short monthly features under 1000 words. In fiction, action must take the place of deduction. The thrill and horror elements are especially wanted in novelette lengths; more of the unusual in short lengths. Rates are 1 cent a word on acceptance.

The Merwil Publishing Co., 480 Lexington Ave., New York, announces that Mrs. Merle W. Hersey is no longer editor of its publications, consisting of *La Paree*, *Gay Parisienne*, *Pep Stories*, *Spicy Stories*, and *Snappy Magazine*. Irving Donenfeld, president, writes: "We are paying most of our writers upon acceptance and are gradually cleaning up the old debts that we contracted when our former distributors, the Eastern Distributing Co., went into bankruptcy and we lost over \$27,000." Rates are 1/2 cent per word on publication.

*Five Novels Monthly*, 155 E. 44th St., New York, has reduced the length requirement of the novels composing its contents to 20,000 words each.

The Butterick Publishing Co., 161 6th Ave., New York, is reported to be launching a detective magazine as a companion to its present *Adventure Magazine*. Requirements not yet at hand.

*Junior Home for Parent and Child*, 1018 S. Wabash Ave., Chicago, is reported by a reader to have made no payment for material published as far back as January, 1932. Letters of inquiry have been ignored.

Coward-McCann, Inc., 55 5th Ave., New York, have taken over the book publishing business of Brentano's, 5th Ave. and 27th St., New York.

*Battle Stories*, 529 S. 7th St., Minneapolis, which was discontinued some months ago, was issued experimentally in 10-cent form in February, as a test of the market. The result of this test remains to be seen. If it indicates sufficient public interest, Fawcett Publications may revive this magazine and *Triple-X Western*.



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*Kindergarten Primary Magazine*, 278 River St., Manistee, Mich., is now edited by J. L. Keddie, succeeding Grace C. Dow. It is published monthly except for two summer months.

*The Ambassador*, 161 8th Ave., N., Nashville, Tenn., boys' and girls' magazine of the Baptist Sunday School Board, is not at present in the market for serials.

*The Soapbox*, Norfolk, Va., is a new fortnightly journal of opinion published by the Friendship Press, and edited by Arthur Gordon. Material must be in letter-to-the-editor form and should be in attack, defense, or exposition of some theory or institution. No topics barred. Apparently no payment is made.

*Collier's*, 250 Park Ave., New York, is stressing emphasis on "increased vitality in both fiction and articles," writes Kenneth Littauer, fiction editor. "We are in the market for 5000-word stories of any popular character, but are particularly desirous of considering stories involving modern, romantic youth. We are very anxious to consider good fiction stories of the short length, i. e., 1200 to 1500 words."

*Plain Talk* has moved to 1003 K St., N. W., Washington, D. C.

*Life*, 60 E. 42nd St., New York, "is buying less material from free-lance writers than formerly," writes Gurney Williams, associate editor. "Most of our articles are ordered in advance and will be until our policy is well defined. Our text from now on will contain less pure whimsy and will deal with current events of the day in a humorous manner, using real names wherever possible."

*The Outlander*, 1305 Terminal Sales Bldg., Portland, Ore., is a quarterly edited by Albert Richard Wetjen and Roderick Lull. It will use unconventional short-stories up to 3000 words, exceptional essays and verse, but offers no payment at present.

*The Bandwagon*, Key Bldg., Oklahoma City, Okla., using sophisticated sketches, verse, and cartoons, "is not in the immediate market for anything but the extra-smart sketch, and short-shorts," writes Martin Hefflin, editor. Payment is at ½ cent a word, ten days after publication.

*Screen Weekly*, 500 5th Ave., New York, has passed out of the picture through bankruptcy. Recent prize winners and contributors are apparently "holding the sack."

### Discontinued—Suspended

*Young Men* (Y. M. C. A. publication), New York.

*Game & Gossip*, Los Angeles.

*Homemaker*, Little Rock, Ark.

*Alger's Newspaper*, Washington, D. C.

### PRIZE CONTESTS

PRIZE CONTESTS which lure contestants into subscription campaigns or inveigle them into buying or selling other commodities are coming under fire from the government. Indictments were returned by the Federal Grand Jury in Chicago on February 1, against George W. Weatherby, president, and other officers of W. B. Boyce & Co., publisher of *Blade & Ledger* and *Movie Romances*, also against the Helen Dawn Co., cosmetic manufacturers, for using the mails to defraud. In case of the Boyce Company, it was charged in the indictment that puzzles were inserted in various magazines and newspapers offering prizes of money, airplanes, automobiles, homes, and other commodities for correct solutions, and that no mention was made in the puzzle caption of further requirements before the prizes would be paid. After the contestant had sent in a solution, the indictment alleges, he was accorded a prize of several thousand

# S. T. C. Students Are Selling Stories

Don't blame editors, the depression or other conditions if your work is not being accepted. Outside factors may have something to do with inability to sell, but chances are if you are not selling your stories the fault lies with you.

The Author & Journalist has for years been giving invaluable service to all writers. Through its training, David Raffelock, director, has been training writers for successful fiction writing and has been the means of helping innumerable men and women to become honored and well-paid authors. He has won the reputation of being the most capable instructor in fiction writing in the United States.

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AJ-3/33

## RECENT SALES

It will interest you to know that I sold the third story I ever wrote—which was worked out from a situation written as an assignment for the course. It appeared in *The Open Road for Boys* for December, 1932, under the title "Out of the Darkness." The painting on the cover of the magazine was an illustration of my story.—P. R., Underwood, Minn.

• • •

You might be interested to know that I have just published my first novel. I remember my work with you with a great deal of pleasure and give you much credit for the encouragement and criticisms that led to sales in the short story field. My novel is titled, "The Princess of Samoa."—C. B. C., Columbus, Ohio.

• • •

Next week I start the New Year on a 7000-word assignment for a nationally known detective story magazine at the rate of 1½ cents a word.—Mrs. R. M. R., Tucson, Ariz.

• • •

You will be glad to know that I have had a George Washington story accepted by the *Philadelphia Public Ledger* that will appear this month (February).—Mrs. H. E. A., Salisbury, N. C.

• • •

You may be interested to know that I recently had my first story accepted, a yarn written from one of the plots submitted in the first lesson group and entitled, "Rejection Slip." It was sold to *Grit*.—P. G. N., Marshalltown, Iowa.

• • •

I am glad to report that in collaboration with a friend, Mrs. G. Valerga, I sold an eight thousand-word story to *True Stories* for seventy-five dollars. The sale was made in December.—G. E., Oakland, Calif.

• • •

The Simplified Training Course is worth a good deal to me. I am through with approximately three-fifths of the course and I am selling approximately three-fifths of the work I turn out. Right now I am spending part of my writing time on a series of humorous shorts for *All Western of The Dell* group. One has been published and another is due to come on the stands in a couple of weeks.—J. W. T., Amarillo, Texas.

• • •

Business is picking up, as I had three nice checks this week and sold another story for payment later. Besides, I was told I would get an increase in rate from the magazine which has been buying my things regularly.—E. L. S., Peekskill, New York.

• • •

My sales under your instruction have been much better than I have any right to expect, and I hope to do better work when I can regulate my time so that I can work every day.—E. L. A., Berkeley, Calif.



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"votes" for having solved the puzzle, and promised more votes for securing cash subscriptions. It is alleged that more than \$2,500,000 worth of subscriptions were thus obtained. The post office department investigation is stated to have been continued for ten years, during which thousands of complaints were examined.

The charges against the Hazel Dawn Co. were similar. Thousands of puzzle workers were alleged to have been duped into becoming cosmetic salesmen. More than \$25,000,000 was obtained by this method since 1915, the government charges.

The editorial department of the Calumet Carton Co., Harvey, Ill., will pay \$5 for acceptable descriptions, 250 to 300 words, of party stunts and games that can be played and enjoyed by mixed groups of all ages. Little or no equipment should be required. Games that can be started from a printed description are best. The material is for use in new editions of a so-called party fun box. Games should be simple enough to be understood by older children, yet not so simple that adults would not enjoy them. Revivals and modifications of "sure-fire" old party stunts are favored.

*Railroad Stories*, 280 Broadway, New York, offers a first prize of \$100 and other prizes of commodities and subscriptions, for the best 29 answers within 100 words to the question, "Do you think this film follows the spirit of the printed story—and why?" Contestants must view the Monogram movie version of "The Return of Casey Jones," scheduled for release March 10, and compare it with the published story by John Jones, printed in the April issue of *Railroad Stories*. Closing date, June 10.

A subscriber sets us right regarding the contests sponsored by *Liberty Magazine*, Box 1704, Cleveland, Ohio, mentioned in our February issue. The *Liberty Magazine* involved has no connection with Macfadden's national weekly, but is a house organ for a local Cleveland concern.

*Our Dumb Animals*, 180 Longwood Ave., Boston, offers \$25 for the best poem, \$15 for the second best, relating to animals and carrying the lesson of Be Kind to Animals Week. Poems must contain not more than 32 lines, preferably less; name and address of writer must be typed at top of sheet containing poem. No manuscripts returned. Closing date, May 15, 1933. The magazine also offers prizes of \$10, \$5, and \$3 for best pictures of animals (may include birds and insects), taken by boys or girls under 15. Statement from parent, guardian, or teacher must attest to age of contestant. Closing date, April 1, 1933.

The United Daughters of the Confederacy announce the biennial Mrs. Simon Baruth University Prize, open only to undergraduate and graduate students of universities and colleges in the United States, and those who have been students of such institutions within the preceding three years, for a monograph or essay in the field of Southern history, preferably in or near the period of the Confederacy or bearing on the causes that led to the war between the States. Length, 10,000 words or longer. The prize will be awarded in two installments, \$500 at time of award and second when manuscript shall have been suitably printed. This year's competition closes May 1, 1933. For more complete details, address the chairman, Mrs. Taylor O. Timberlake, 1511 Virginia St., Charleston, W. Va.

The Macon Writers' Club offers a \$10 prize for best poem on any phase of Georgia history, poem not to exceed 24 lines. Members of the club are not eligible. Contest closes April 30, 1933. Address Mrs. John B. Harris, 611 Vineville Ave., Macon, Ga.

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*Shoe Factory*, 300 W. Adams St., Chicago, has reduced its rate for technical articles on shoe manufacturing, from 1 cent to 1/2 cent a word, the same rate as paid for news items.

*Dairy Produce*, 110 N. Franklin St., Chicago, announces that C. S. Paton has succeeded George Caven as editor.

*Electrical Record*, 110 W. 42nd St., New York, Leslie H. Allen, editor, advises that all letters concerning payment for articles should be addressed to W. S. Gallagher, secretary-treasurer, Electrical Record Publishing Co., 1105 Merchandise Mart, Chicago.

*Pet Dealer*, formerly at 15 Park Row, New York, is now located at 63 Beekman St. Benjamin F. Lipold, publisher and editor, is reported to disregard letters requesting payment for material published over a year ago.

*Pacific Coast Merchant*, 350 Battery St., San Francisco, has been merged with *Dry Goods Economist*, 239 W. 39th St., New York. "I am afraid the merger will not mean anything in the way of a larger market for Western stuff," writes C. K. MacDermut, Jr., managing editor. "We run about the proportion of Western stuff which, as a national magazine, we can stand."

*Styles and Selling*, 310 Sansome St., San Francisco, has been started by the former staff of *Pacific Coast Merchant*. The new publication will be similar to the former one, and will use about the same quality and quantity of editorial material, for which 25 cents a column inch will be paid upon publication. D. L. Newman is editor.

*Chain Store Age*, 93 Worth St., New York, announces the following rates now effective: Feature articles, 60 cents a column inch; Merchandising Ideas, 50 cents a column inch; Photographs, 20 cents a column inch. "We regret that we are forced to make this cut," writes J. A. Fletcher, associate editor, "and sincerely hope it will be temporary. As soon as business conditions make the step possible, we assuredly will make a revision upward."

*Grocery Trade News*, 79 Madison Ave., New York, announces that its openings for correspondents in the principal cities of the country have all been filled. Carl W. Dipman is editor.

*Illustrated Milliner*, 105 W. 40th St., New York, is now being edited by Virginia deM. Hilton, who succeeded Claire Weil last fall. Miss Hilton writes: "Our material has been collected for some months in advance, but in a few months we hope to be in the market for stories of interest to the millinery retail trade."

*Trunks & Leather Goods—Handbag Modes*, 542 S. Dearborn St., Chicago, is in the market for stories of successful merchandising plans used by trunk and leather goods dealers, department stores, ladies' handbag departments, also ladies' gloves, belts, costume jewelry accessory departments. One cent up is paid on publication. Cyril Reinstatler is editor.

*Bankers Service Bulletin*, 536 S. Clark St., Chicago, has been merged with *Bankers Monthly*, same address.

*Plastic Products*, 25 Spruce St., New York, is the result of the acquisition by William Haynes, publisher of *Chemical Markets*, of *Plastics and Molded Products* and *Cellulose*, all of which publications have been combined into the one magazine for industrial users of plastic materials, lacquers, artificial leather, etc.

*Retail Ledger*, 1346 Chestnut St., Philadelphia, has reduced the length of features desired from 1500-2000 to 800-1000 words. John Guernsey has been appointed editor.

*Air Conditioning with Fluid Fuels*, 167 Madison Ave., New York, is a new publication announced by Paul L. Reed, formerly editor of *Warm Air Heating*, St. Louis (now merged with *American Artisan*, Chicago). Mr. Reed announces that *Air Conditioning* will be a distinctly merchandising paper, the first in the field. It will use short merchandising stories on how heating and cooling equipment in air conditioning applications were sold, installed and serviced. The emphasis must be on the merchandising slant. Good photographs, diagrams, plans and sketches are desirable. Payment will be made at 30 cents a column inch, with higher rates for assigned or special material. Regular news and field correspondents in all the principal cities are particularly wanted. Mr. Reed is associate editor.

*Furniture Record and Journal*, 200 N. Division Ave., Grand Rapids, Mich., is now being edited by Milton L. Samson, formerly editor of *Furniture Merchandising*, Charlotte, N. C. Writers contributing to this publication should be prepared to wait a long time for payment, as it is reported that contributors have not yet been paid for material used last summer.

*National Cleaner & Dyer*, 305 E. 45th St., New York, has purchased from the Spokesman Publishing Co., Cincinnati, O., the *Cleaners & Dyers Review*. Roy C. Denney continues as editor of the combined publications. Mr. Denney writes that the merger will not, for the present, at least, noticeably increase the quantity of editorial material purchased.

*Autobody Trimmer and Painter*, Opera Place, Cincinnati, O., is now edited by John R. Warrington, succeeding J. Frank Hutcheson, who has been forced by ill-health to give up active editorial management.

*Hobbies*, a Lightner publication, Chicago, has purchased *Stamp Collectors' Magazine*, New York, the merged magazines to appear under the title of the former.

*Motor Body Paint and Trim*, 1330 Vine St., Philadelphia, has a new editor, J. A. Thieman, who promises to make payment for overdue articles as soon as he can "get his bearings."

*National Clothier* is now located at Merchandise Mart, Rooms 803-804, Chicago.

*Lubrication and Maintenance*, published by the Chek-Chart Publishing Co., 624 S. Michigan Ave., Chicago, announces that Ward K. Halbert has been appointed editor. Mr. Halbert until recently was the efficient managing editor of *Super-Service Station*, Tribune Tower, Chicago.

*Printing*, 41 Park Row, New York, announces that, effective with the February issue, the publication will be issued monthly, on the tenth, instead of semi-monthly. According to an editorial announcement, "Printing will continue to be the news publication of Graphic Arts—and news, not gossip, will be featured. The editorial content will also continue to feature special articles of timely interest to those affiliated with the industry." Charles C. Walden, Jr., is editor; Ernest F. Trotter, managing editor.

*Factory & Industrial Management and Maintenance Engineering*, McGraw-Hill publications, 330 W. 42nd St., New York, will be consolidated March 1, appearing henceforth as *Factory Management & Maintenance*. L. C. Morrow, at present editor of *Maintenance Engineering*, will edit the combined publication.

*American Farming*, Chicago, has been discontinued.



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